

Vogue



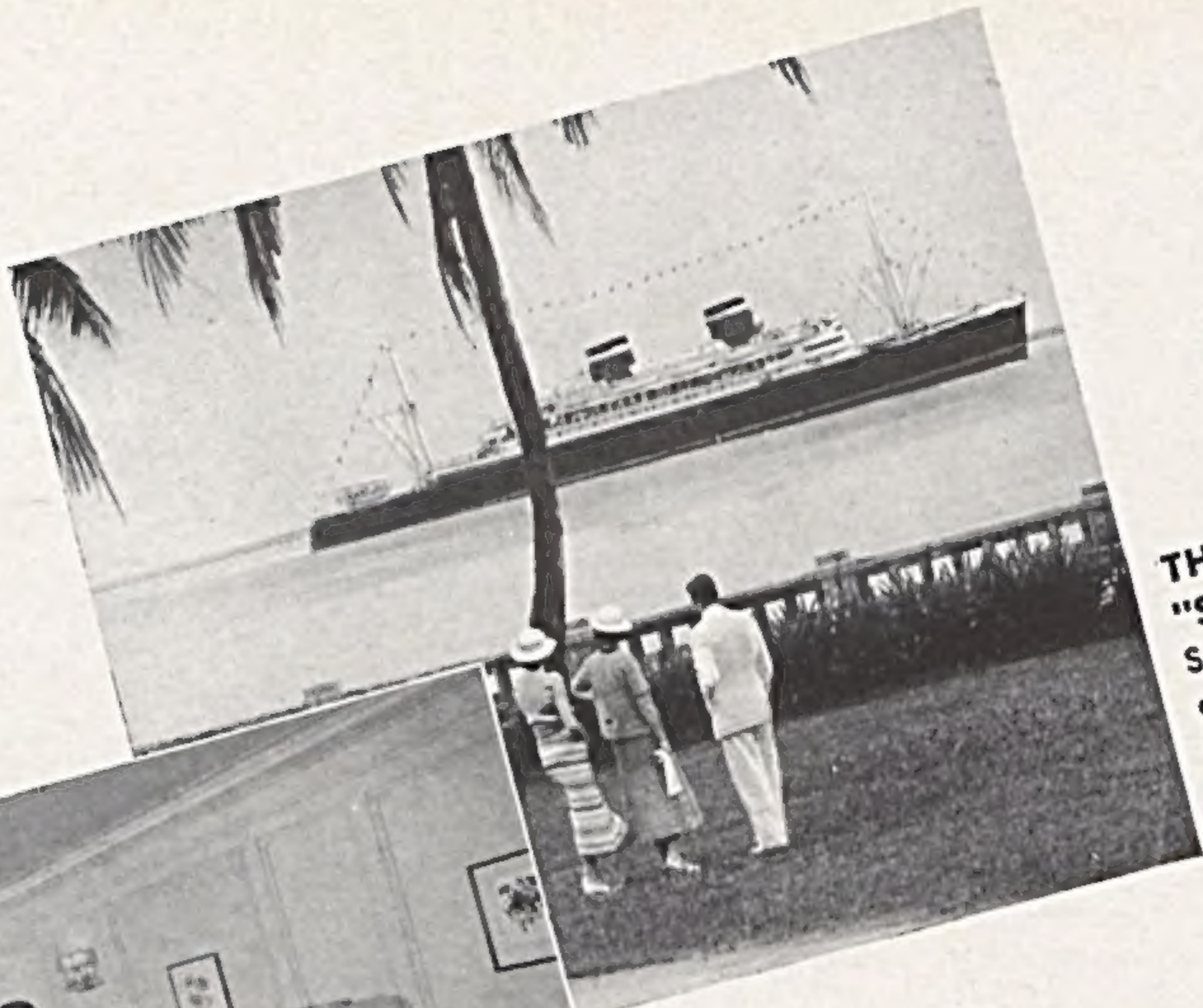
PARIS OPENINGS · AUTUMN SHOPPING

SEPTEMBER 1, 1935
PRICE 35 CENTS

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Grace

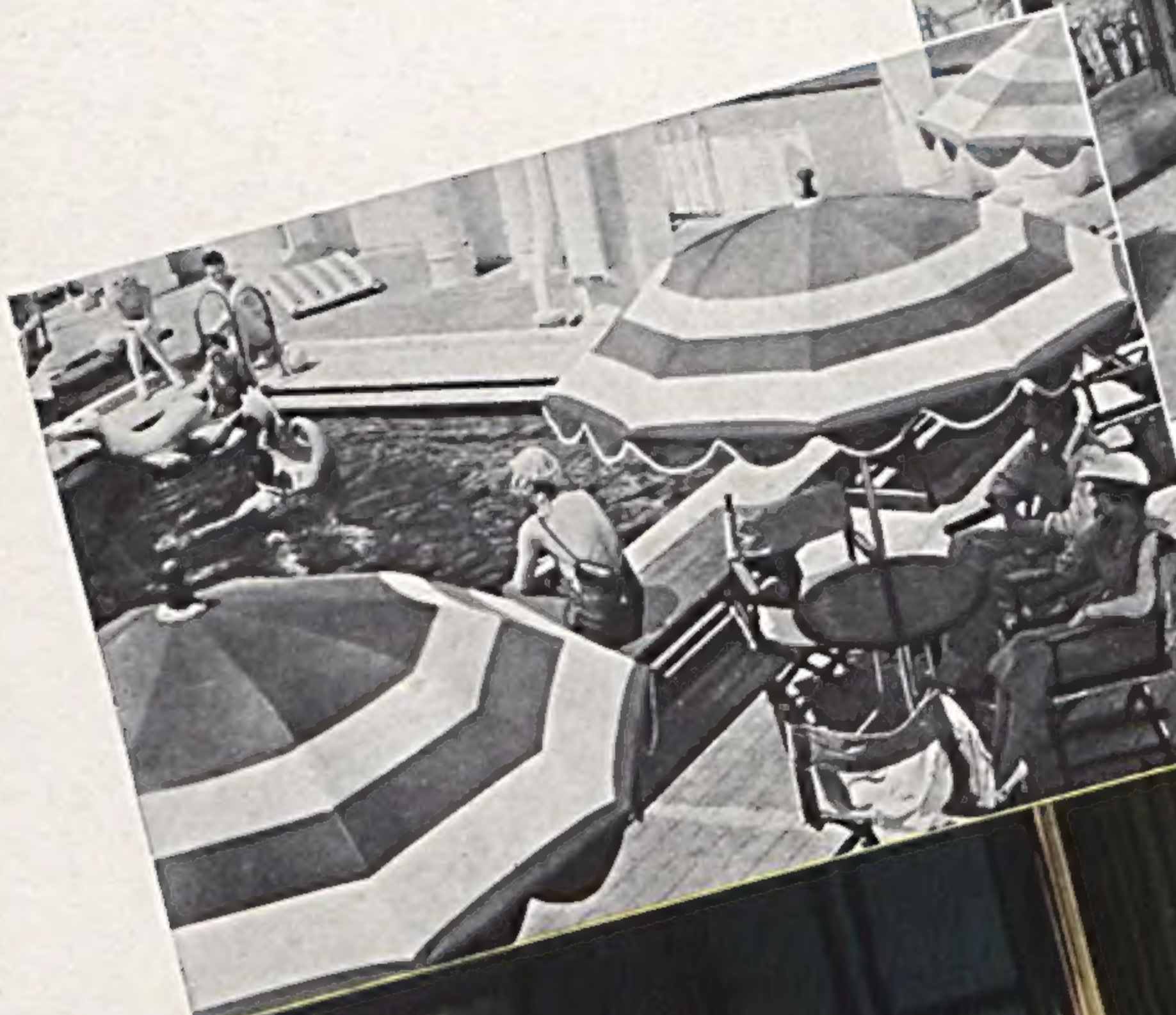
ALL-EXPENSE CRUISES TO PERU AND CHILE



THE LUXURIOUS NEW "SANTA LUCIA" sails September 28, November 9 and December 21 from New York; 39 days; 10,500 miles; visiting 17 cities! All-expense fares from \$600.★



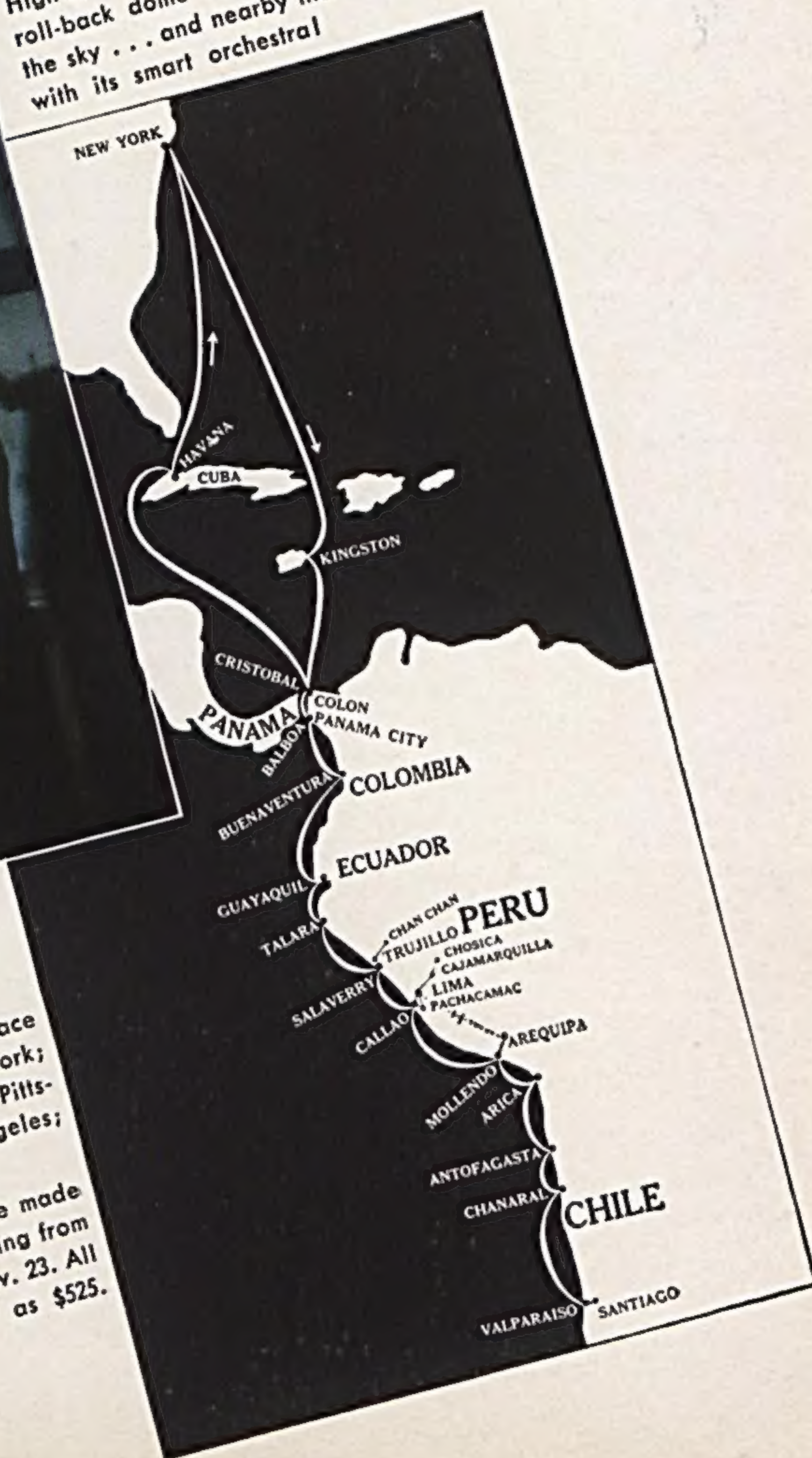
ALL OUTSIDE ROOMS WITH PRIVATE BATHS. Public rooms, suites de luxe, and minimum staterooms alike, tastefully decorated, luxuriously furnished and mechanically ventilated!



BUILT-IN, TILED SWIMMING POOL; Gymnasium, pre-release talkies, Dorothy Gray Beauty Salon, novelty shop. . .



OPEN AIR DINING ROOM
High up on Promenade Deck, with roll-back dome which opens to the sky . . . and nearby the Club with its smart orchestra!



Ask your travel agent or Grace Line, 10 Hanover Sq., New York; Boston; Washington, D. C.; Pittsburgh; Chicago; Los Angeles; San Francisco; Seattle.

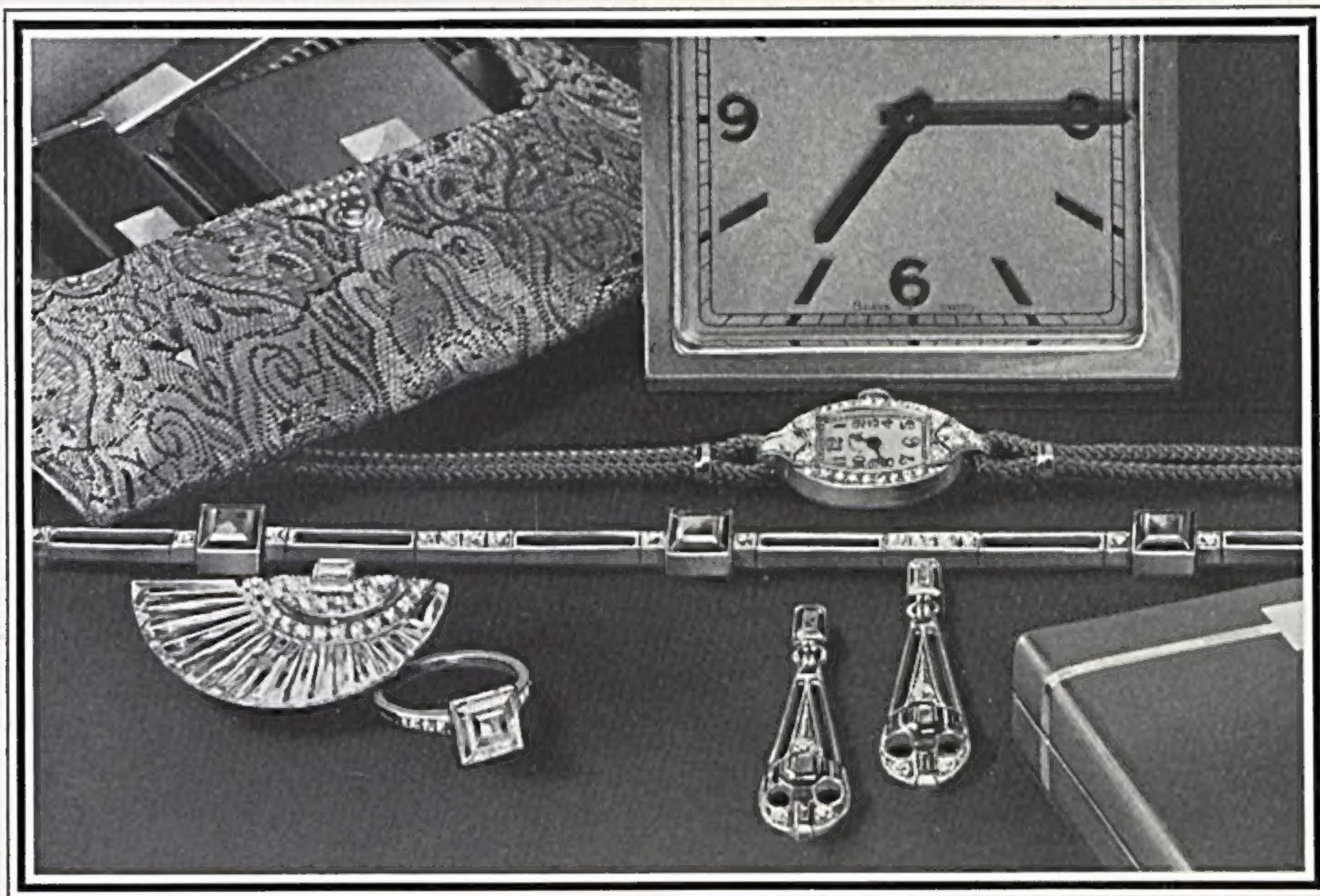
★This cruise may also be made in the "Santa Clara" sailing from New York Oct. 12 or Nov. 23. All expense fares as low as \$525.



TIFFANY & Co.

JEWELERS SILVERSMITHS STATIONERS

FIFTH AVENUE & 37TH STREET, NEW YORK



PLATINUM ARTICLES: DIAMOND AND CRYSTAL CLIP BROOCH \$400, DIAMOND RING \$3850, TOURMALINE AND DIAMOND EAR RINGS \$250 THE PAIR, TOURMALINE AND DIAMOND BRACELET \$315, DIAMOND WRIST WATCH \$250. BROCADE PURSE CONTAINING COMB, COMPACT AND LIPSTICK IN SILVER AND COLORED LACQUER \$33, CIGARETTE CASE TO MATCH \$27. CHROMIUM EASEL CLOCK \$36

*A large selection of Moderately Priced Merchandise
of the Modern Trend in Design and of Traditionally
Fine Quality is characteristic of Tiffany & Co's stock*

MAIL INQUIRIES RECEIVE PROMPT ATTENTION

NEW YORKER

FIVE HUNDRED

SCALLAWAG

THREE WAYS TO DISTINCTION BY DOBBS

Translating the most important hat trends into the clean, strong, simple lines originated by Dobbs—using only the finest fur felt—faithful in every way to the spirit of the clothes they were designed to accompany. All colors. In all the Dobbs accurate headsizes.

DOBBS

Hats are Sold in All Leading Cities

DOBBS YOUR ASSURANCE OF DISTINCTION

Back to School in Clothes from Best's

V13—School coat of sturdy tweed in blue, green, or brown. Half belted back, inverted pleat. Checked wool lining. Sizes 7 to 16.....19.95

V14—Smart girls are wearing plaid coats, like this one, of Kenwood tartan in blue and green, or brown and blue. Celanese lined, warmly interlined. Sizes 8 to 14.....29.95
Separate skirt to match.....7.95



See these and other Best fashions in our Road Exhibits. During September, at

TOWN	DATE	PLACE
Scranton, Pa.	3-4	Jermyn
Binghamton, N. Y.	5-6	Bennett
Elmira, N. Y.	7-9-10	Rathbun
Bradford, Pa.	11-12	Holley
Warren, Pa.	13-14	Philomel Cl.
Akron, O.	16-17	Mayflower
Youngstown, O.	18-19	Ohio
Oil City, Pa.	20-21	Arlington
Erie, Pa.	23	238 West 10
Buffalo, N. Y.	24 to 28	Statler
Pittsburgh	2-3-4	Wm. Penn
Toledo	9-10-11	2232 Parkwood
Detroit	12 to 16	Statler
Grand Rapids	17-18	Rowe
Chicago	19 to 21	Drake
Lake Forest	23 to 25	Deer Path Inn
Milwaukee	26 to 28	Pfister

V15—Classic sweater outfit like English schoolgirls wear. Sweater and ribbed skirt that looks pleated. Green, rust, wine. Sizes 8 to 16.....4.95

V16—Checked wool crêpe frock with white linen collar and silk tie. Navy and copen, or brown and gold checks. Sizes 7 to 14.....5.95

V17—Every well-dressed girl wants a plaid frock this season! Two-piece, wool plaid, with white linen collar. Brown and gold, or navy and green. Sizes 10 to 16.....8.95

V18—One of Best's specialties, Viyella (washable) flannel in tailored shirt frock with buttons down the front. Navy, rust, or green. Sizes 10 to 16.....15.00

V19—Dark cotton frocks are practical for Indian Summer schooldays. Smocked model with gay flowers on brown or navy ground. White piqué trim. Sizes 7 to 14.....2.95

V20—The sailor suit is one of the most becoming fashions a girl can wear! Navy wool crêpe with white braid trim and red silk tie. Sizes 7 to 14.....6.95

Best & Co.

Fifth Avenue at 35th Street

GARDEN CITY
MAMARONECK

EAST ORANGE
BROOKLINE

ARDSMORE
JENKINTOWN



May Thorpe
 Fifty-Seventh Street West, New York

STEPPING SMARTLY INTO AUTUMN. These subtly simple frocks are created in Frosted Chevron, a rough and lusterless fabric, woven of "Acele," the luxury yarn of fashion. In hunter green and brown.





ON THE PLAZA — and you extremely chic in a Bergdorf Goodman suit. Made of French tweed, gingertone with a coarse white hair. Topped off with lustrous cravat of smart natural muskrat. Witness the fitted, slightly longer waistline and open peplum. Typical of our new-season suit originals.



ON THE PLAZA • NEW YORK

**BERGDORF
GOODMAN**

5TH AVENUE AT 58TH STREET

CRITERION BELTS

So striking

FIFTH AVENUE

PARK AVENUE

SUTTON PLACE

REGENT STREET

you will want to choose your frocks to match

☆ The FIFTH AVENUE, No. 9429, is fashioned of a suede that tucks into a debonair bow and winds through a clever twist of bright gold or silvered metal, 2.00. ☆ The PARK AVENUE, No. 9552, sparkles with such verve and dash that it will inspire you to select a frock to match. The pyroxalin cord lacing a large moon-faced disc ends in two twinkling balls of galalith. In suede, 1.50. ☆ The SUTTON PLACE No. 9418, is endowed with an enormous self-covered buckle that dramatizes a classic belt fashion; in Moaka-Krush, a rich and supple suede, 2.50. Also in soft Cape-Krush, kid finish, No. 9487, at 2.50. ☆ The REGENT STREET, No. 9469, fits into the Renaissance scheme of things with its circle of antiqued gold or silver studded with multi-color stones. In Moaka-Krush, 3.50. The belts illustrated are available in the new shades of Brown, Wine, Green, Red, Navy, Rust and Black.

At better shops everywhere.

SLOTE & KLEIN, INC. • NEW YORK
The world's largest manufacturers of quality belts for women

Wholesale Only

B. ALTMAN & CO.

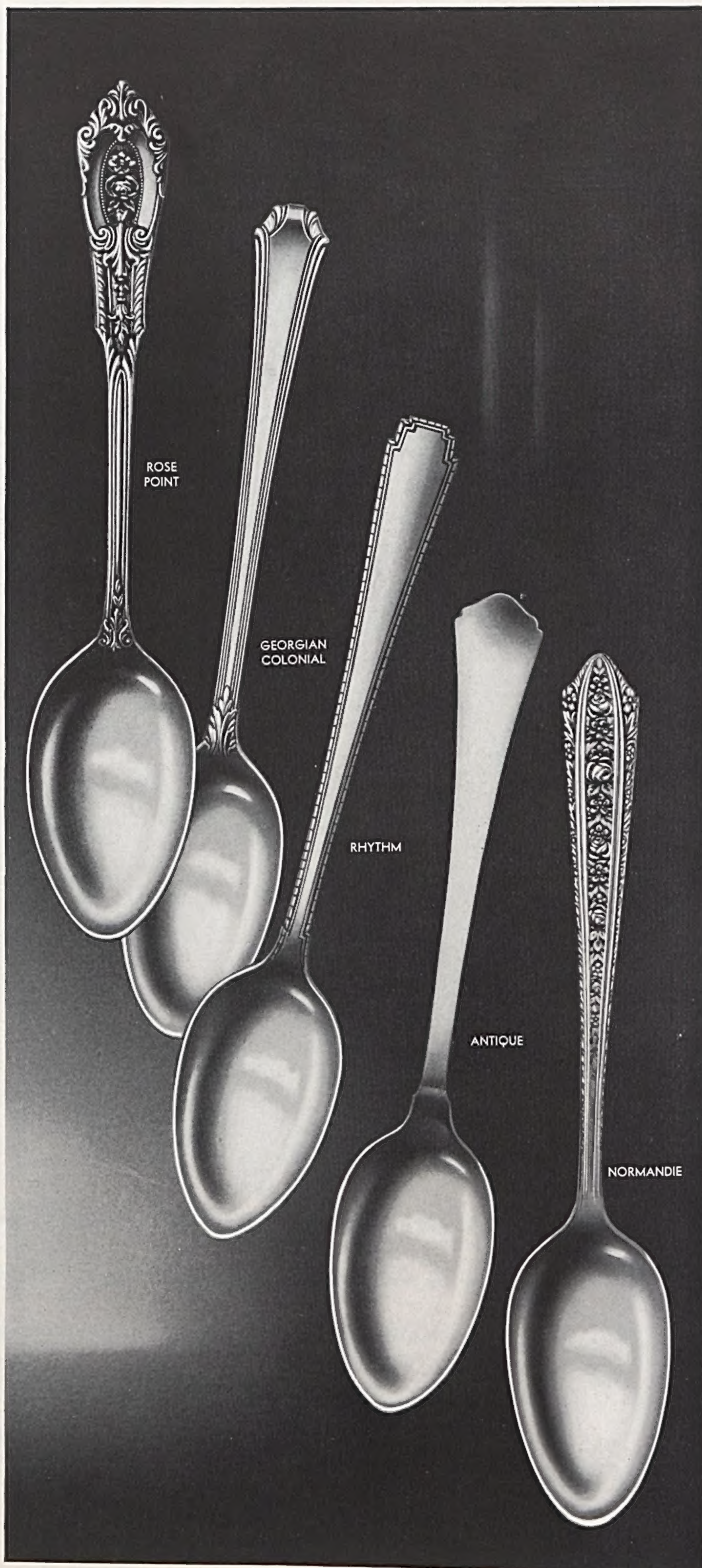


the suit with fur is more important than it has been for several seasons and sure to be popular for its warmth and flattery. These two have the new full-back swagger coats that are so good too. Left: a collar of natural lynx on a cashmere-and-wool fabric in a lovely plum shade (also in brown, natural, green, red); skirt and 7/8 length coat 69.75. Right: notch-collar of raccoon on a mixture tweed in shades of brown, oxford or green; 3-piece style including skirt, fitted jacket and full-length topcoat 69.75.

sportswear—third floor

Fifth Avenue Thirty-fourth Street New York

For 100 years the house of Wallace has advanced ideals of craftsmanship that are honored today . . . These latest Wallace designs are distinguished by their modern smartness and their unerring good taste. Each brings a new beauty to the traditions of fine silver . . . fashioned with the artistry that has characterized Wallace Sterling Silver for generations. Send for price folder of 15 Leading Sterling Patterns. It portrays fifteen Wallace flatware designs . . . pure and classical of form . . . an enchanting variety, a satisfying freedom of choice. WALLACE, SILVERSMITHS, WALLINGFORD, CONNECTICUT.





Silver Paper Decors—Miss Gheen Inc.

Arthur O'Neill

The kind of appeal that makes good clothes so satisfying. CLERIC, a Bonwit Teller Exclusive, arrests you by its very restraint. Only a dress well-designed and made could be so quiet yet so daring. An oddly textured crepe with satin chemisier. Black with gleaming white, cardinal red or royal blue. 45.00. MISSES' GOWN SALON—SIXTH FLOOR.
The dashing Curé hat by Le Monnier, 15.50

smart woman's angle
Bonwit Teller

FIFTH AVENUE AT FIFTY-SIXTH STREET



© 1935. BY STEHLI SILKS CORP., 1372 BROADWAY, NEW YORK; LONDON; PARIS; ZURICH

SUGAR & SPICE*

"Sugar and spice and everything nice, that's what little girls are made of"... according to the old nursery rhyme... and now their dresses are being made of it, too. Rich, spicy grounds... Ginger, Caraway, Chicory, Mace, Sage, Curry, Anise, Pepper & Salt, Paprika, Nutmeg, Cayenne, Thyme... dusted all over with a stipple like sifted sugar. In addition to the dress illustrated, many other models at moderate prices will be found in all the best department stores and specialty shops in the United States. You can also buy it by the yard. Look for the **Sugar & Spice** tag on every dress. *Reg. Applied For

Stehli Silks



ELECTRIC MOMENT

BACK TO TOWN IN A

BLACK CREPE FROCK

WITH GILET OF WHITE

CELLOPHANE BRAID 75.00

W. J. Thorpe

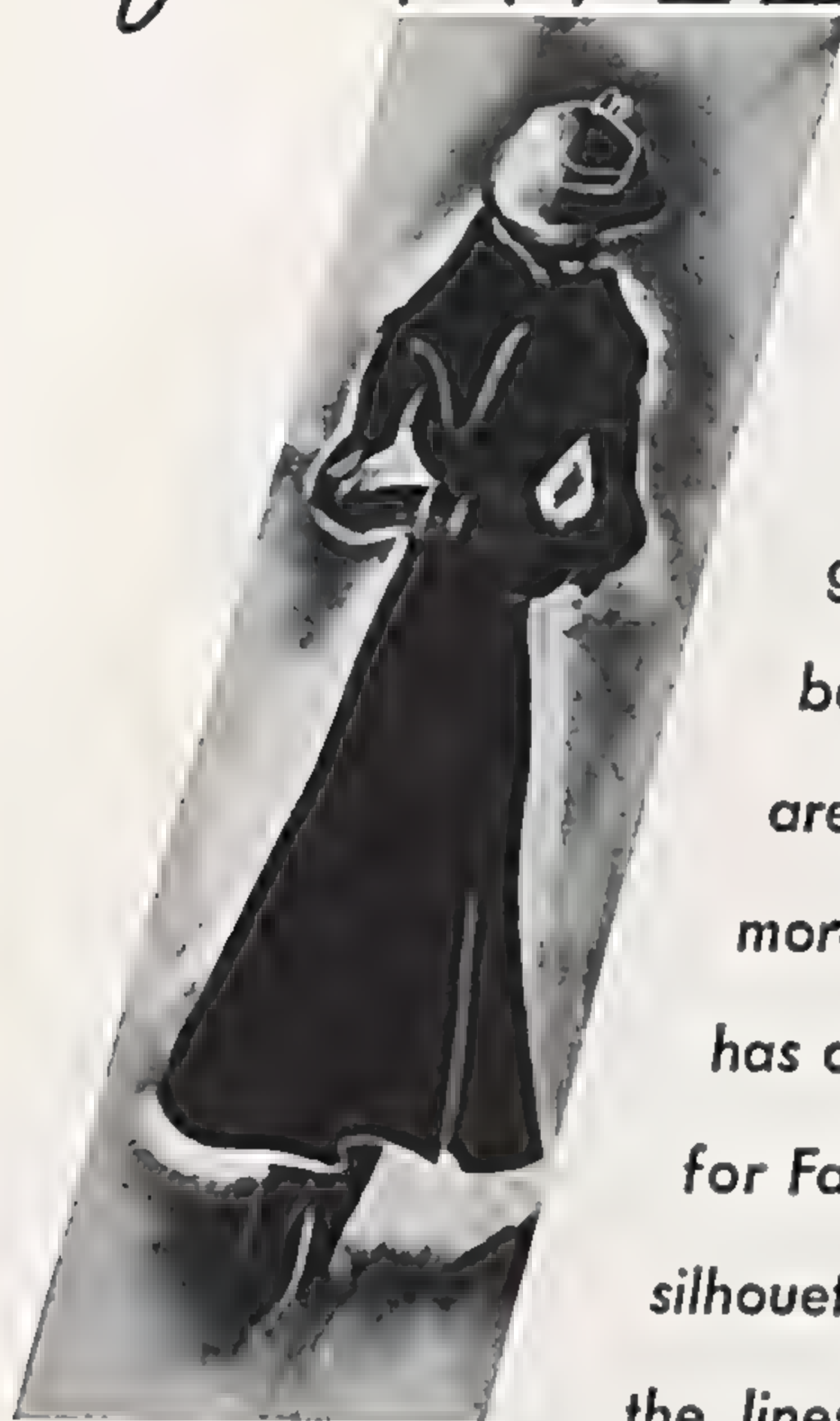
FIFTY-SEVENTH STREET WEST, NEW YORK

I. MILLER EMPHASIZES

THE IMPORTANCE OF YOUR

Shoe Silhouette

for FALL



These fine smartly designed patterns are exclusive with I. Miller — recorded with the Shoe Fashion Guild of America.

Look to your shoes. That is where the grace and beauty of your new Fall silhouette begins. Why? Simply because skirt lengths are shorter this season, and shoes, naturally, more quickly take the eye. And so I. Miller has created a new series of shoe silhouettes for Fall—authoritatively “Costume-Right” silhouettes designed perfectly to complement the lines of the new Swagger Sports, Town Tailleur and Dressy Afternoon costumes. And also because fashion is going so colorfully Renaissance, I. Miller keeps his new designs simple to the point of austerity. And for elegance he depends entirely upon moulding, proportions and lines which are the marks of true gentility and really fine shoe making.



DEVONSHIRE—a new, two-eyelet silhouette with contrasting stitching on suede.



MERRITT—daytime silhouette in a trimmed suede oxford.



CHAUMONT—modern silhouette in a tailored suede broad-strap.



CHADWICK—graceful silhouette; stitched suede with patent insert.



SURREY—the Continental silhouette in trimmed suede with smart low heel.



WINSLOW—new spectator silhouette in suede broad-strap with leather heel.



DOROTHEA—new youthful silhouette in suede with high fashion square toe and heel.

I. MILLER & SONS, INC., LONG ISLAND CITY, N. Y.

I. MILLER
Beautiful Shoes

STORES AND AGENCIES
IN PRINCIPAL CITIES



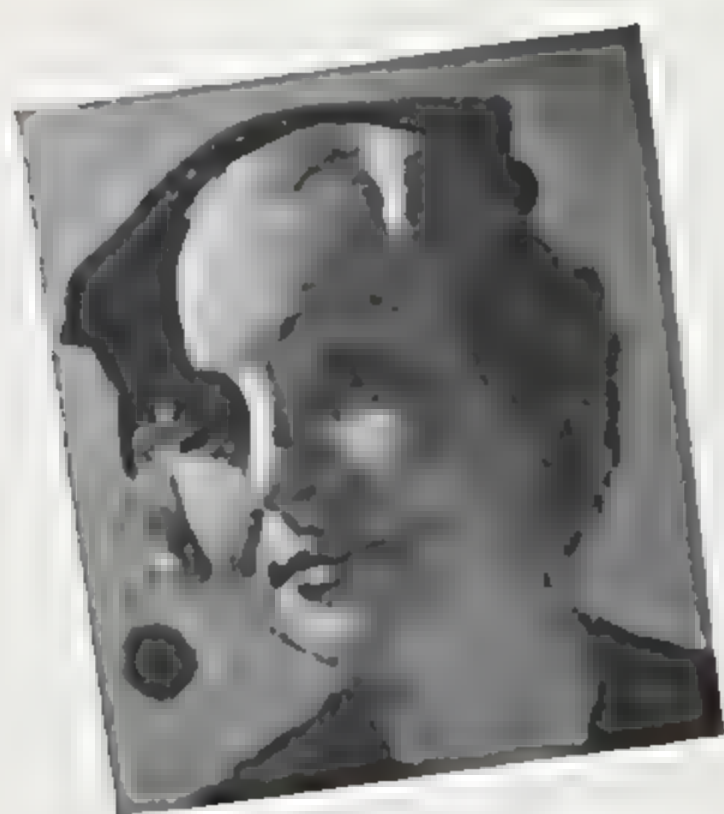
Salute to Autumn! Woolen in the rich dark green of mountain pine! Its beauty accentuated by the luxurious mink that strides down the front of the coat. One of an inspired group of originals designed by *Sally Milgrim*

MILGRIM

West 57th Street, New York

CLEVELAND

DETROIT



For "important" hats Hodge likes

Velours

Hodge hats, in rich imported Brüder-Böhm velours, stand out like jewels when smart women get their heads

these crisp fall days over the luncheon

at the

country



Waldorf-Astoria. At the best shops, the

over or in New York at 711 Fifth Avenue.



together

tables



Howard Hodge



*Your new Supercals are
the loveliest sheets
I've ever seen*

Women who have always used Wamsutta . . . Department store buyers who know every sheet on the market . . . Hotel housekeepers with a thousand guests to please but not a dollar to waste on sheets that won't wear . . . They all say the same thing, "We used to think Wamsutta *Percale* sheets were about perfect. But your new Wamsutta *Supercals* are even lovelier . . . and they wear better."

WAMSUTTA MILLS, NEW BEDFORD, MASS.

Since 1846 . . . The Finest of Cottons

THE ONLY EQUI-TENSION SHEET
The more even fineness, smoothness, and strength of Wamsutta Supercal is made possible by the more careful adjustment and EQUI-TENSION control of the length-wise threads in preparing them for weaving. No other sheets are made in this way.

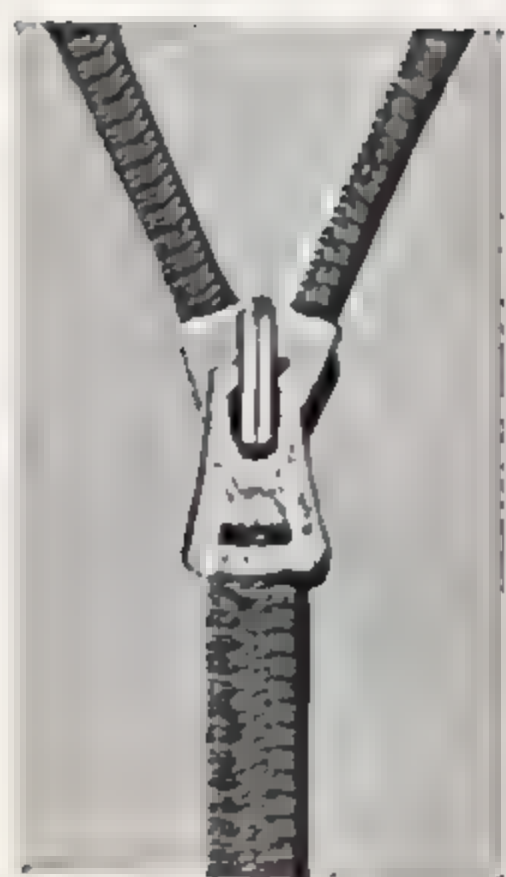


WAMSUTTA

SHEETS

Supercal

Smartest Bags Close
Invisibly
 with a Slide Fastener called
KOVER-ZIP



★ It's no longer good form for "zippers" to expose their working parts. KOVER-ZIP, the invisible fastener, has created a new handbag etiquette. Its fabric covering blends harmoniously into the bag material. There's just a scarcely perceptible seam that parts almost magically at your touch. No bared teeth snatch greedily at your nicest handkerchief or shiny manicure. Make a note of it now. Every bag you buy from now on must close invisibly with KOVER-ZIP. . . . It's decidedly smarter!

THE FINEST BAGS NOW CLOSE INVISIBLY WITH

K O V E R • Z I P

Manufactured by: Waldes Kob-I-Noor, Inc • Long Island City, N. Y.



Bag illustrated by courtesy of Nat Lewis

Martha Weathered

• C H I C A G O

Illustrating an attractive Suit from her HATTIE CARNEGIE collection





The Dress of the Month

REG.

"LOVELOCK"

A Swinging
Autumn Fashion
With The New
Skirt
The New Shirring
A Charming Throat
And This Adorable
Bracelet Closing
The Fabric—
Crepe Cheveux is
An Original Weave in
DU PONT RAYON
and Du Pont Spun Rayon
Sleek Satin Back
Grain Dull Surface
with Frosty Wisps
of White woven in.
Colors: coconut brown,
Tuscan wine, fir green,
Pompeian copper or black
in sizes 12 to 20
\$19.95



Over 400 shops are showing this fashion. If you don't find it in your favorite shop, write KANE-WEILL, Inc., 498 Seventh Avenue, New York City

I. MAGNIN & CO.
CALIFORNIA — SEATTLE



Sheer wool ensemble—black Persian coat
over black wool dress with matching muff.

IT'S SMART TO
BE NATURAL
IN SHOES OF
FLATTERING

Kidskin

You will be your natural, feminine self this fall and winter—and you'll be elegant at the slightest pretext. So, of course, you will keep in step with Fashion in shoes of youthful kidskin—the most feminine and elegant of all shoe materials.

Then, no matter what the occasion, your kidskin footwear will endow you with such a sense of grace and poise that you'll find it easy to be natural and natural to be charming.

THE SELBY SHOE COMPANY, Portsmouth, Ohio
Makers of ARCH PRESERVER Shoes for Women

Selby SLENDERIZED Arch Preserver Shoes are sold by the better shoe and department stores from coast to coast.



JOCON—A three-eyelet ARCH PRESERVER tie by Selby, of black kid, with fancy stitching.



LORIS—A four-eyelet ARCH PRESERVER oxford of black kid with perforations and lacing.

• KIDSKIN . . . THE CLASSIC OF ALL LEATHERS •

The important wool dress



The wool dress will be one of the most important items in your Fall wardrobe. Its new features . . . drapery, clustered fulness, tapering waist . . . all require the clinging softness of Forstmann Woolens. And Forstmann colors permit the

brightest tones and the most daring contrasts because they are rich, deep, and flattering. At all good shops . . . in costumes and by the yard. Forstmann Woolen Co., Passaic, N. J. Sales Office: Empire State Building, New York City.

Forstmann Woolens

An Interesting New
LE GANT*

"The Veil of Youth"

A new and beautiful two-way-stretch mesh distinguishes "The Veil of Youth." Even larger women will revel in its comfort—its firm control—its limited stretch!

Girdles or Corselettes
\$5 to \$25
AT THE BETTER SHOPS

Write for free 28 page booklet
"The Dramatic Story of Le Gant" — profusely illustrated
and describing Le Gants for
all figure types.

THE WARNER BROTHERS COMPANY
200 Madison Avenue New York

*TRADE MARK REG.
U. S. PAT. OFF.

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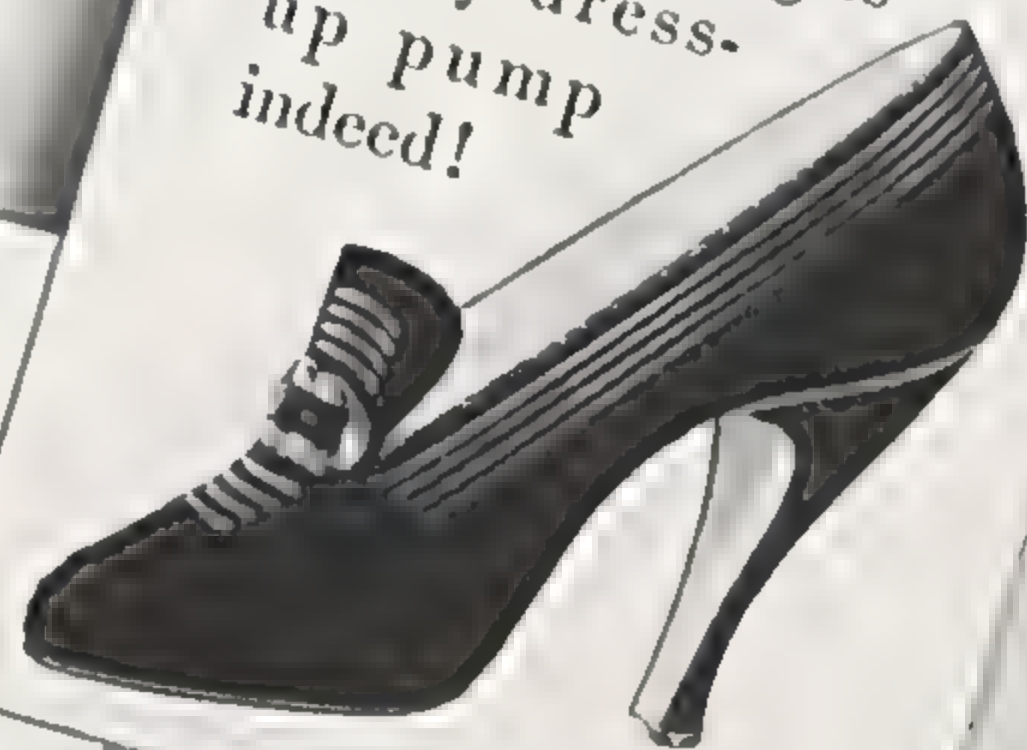


feet first

Marlene: Pinch pleated leather strikes a new and alluring note in one of the season's smartest one-eyelet ties.



Neopolitan: With its romantic tongue effect — and gala touches of braid stripping is a very dress-up pump indeed!



Chris: The smart lines of this smart pump conceal clever styling planned to support the foot most comfortably.



Shoes by Rice-O'Neill do not merely interpret the mode, they actually *anticipate* it. That's why women who know style always choose these shoes with perfect confidence. They know it's safe—and smart—to consider their feet first, for any shoe by Rice-O'Neill is sure to be perfectly coordinated with the newest of correct Fall fashions.

But their smarter styling is only half the story. Every pair of shoes by Rice-O'Neill is fashioned with the same skill that goes into its designing. Superb materials ingeniously combined, masterly workmanship, quality in every detail give these shoes luxurious comfort, endurance which holds their lovely lines for the long while they wear. See the new shoes by Rice-O'Neill at better department stores and shoe stores everywhere. They're truly unusual at

\$8⁵⁰ to \$10⁵⁰



U. S. Design patents have been applied for on the three shoes illustrated and others in the Rice-O'Neill line.

© RICE-O'NEILL SHOE COMPANY
Manufacturers • St. Louis, U. S. A.



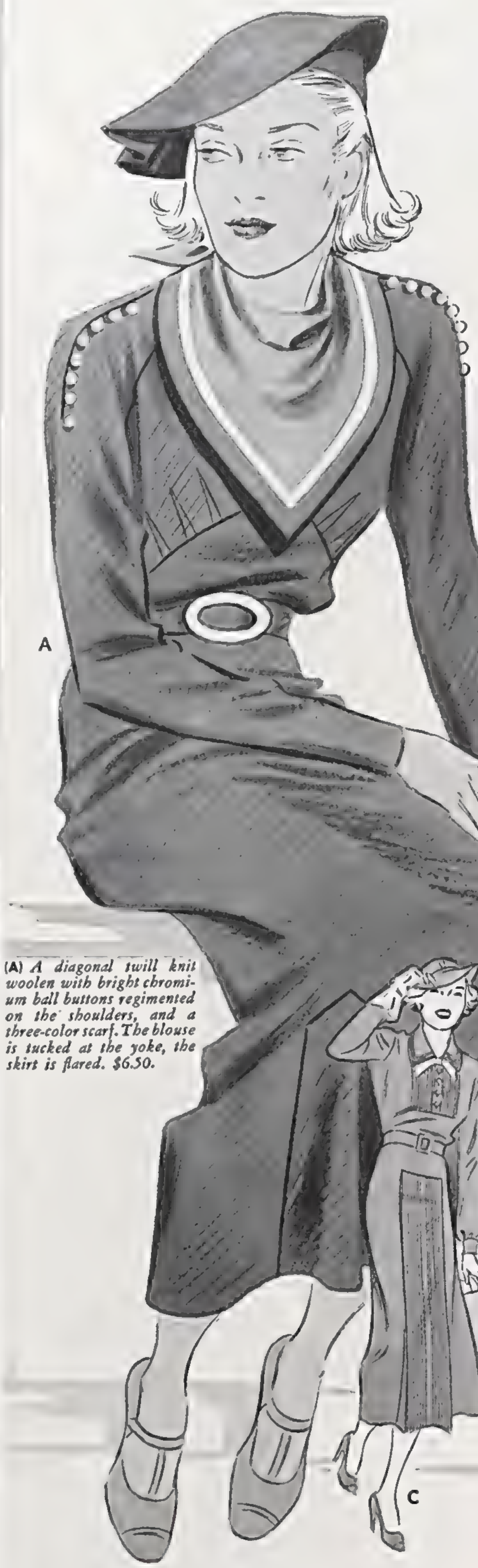
**EXCLUSIVE AT THESE AND
OTHER LEADING STORES
THROUGHOUT THE
COUNTRY**

New York . . . At leading stores

Akron . . . C. H. Yeager Co.
Albany . . . J. G. Myers Co.
Allentown . . . Hess Bros.
Ann Arbor . . . Goodyear & Co.
Appleton . . . Pettibone-Peabody Co.
Asheville . . . Denton & Co.
Athens, Ala. . . Dave Jaffe
Athens, Ga. . . Michael Bros.
Atlanta . . . Rich's, Inc.
Atlantic City . . . Charney's
Augusta, Me. . . H. Chernowsky
Austin . . . E. M. Scarbrough
Bakersfield . . . Harry Coffee, Inc.
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Bangor . . . The Rinea Co.
Barre . . . Homer Fitts Co.
Bath . . . Senter's, Inc.
Beaumont . . . White House
Bellaire . . . The Blum Co.
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Binghamton . . . Resnick's
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Boston . . . Wm. Filene's Sons Co.
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Brattleboro . . . J. E. Mann
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Buffalo . . . Wm. Hengerer Co.
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Burlington, Vt. . . Abernathy's
Cedarhurst . . . Honey Beldoch
Cedar Rapids . . . Killian Co.
Chambersburg . . . Nathan's, Inc.
Champaign . . . G. C. Willis
Charlottesville . . . The Style Shop
Chattanooga . . . Miller Bros.
Chester . . . Weinberg Bros.
Chicago . . . Mandel Bros.
Chillicothe . . . W. M. Norvell Co.
Cincinnati . . . John Shillito Co.
Clarksville . . . Pearson's
Clearfield . . . Brody Bros.
Cleveland . . . Higbee Co.
Cleveland Heights . . . A. Baker
Colorado Springs . . . Hibbard Co.
Columbia . . . Haliwanger's
Columbus, Ga. . . Kiralfy & Co.
Columbus . . . F. & R. Lazarus Co.
Concord . . . Harry G. Emmons
Corning . . . Cain's
Corpus Christi . . . The Vogue
Crawfordsville . . . Adler's
Crockett . . . Thompson's
Dallas . . . Sanger Bros.
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Detroit . . . J. L. Hudson Co.
Duluth . . . George A. Gray Co.
Dunkirk . . . T. W. Sidey Est.
Durham . . . The Fashion
Easton . . . Bush & Bull
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El Paso . . . Popular Dry Goods Co.
Enslay . . . Goldstein & Cohen
Erie . . . Erie Dry Goods Co.
Evanston . . . Edgar A. Stevens, Inc.
Everett . . . Rumbaugh's
Fairmont . . . Francis Dress Shoppe
Fargo . . . C. E. Shotwell
Farmville . . . F. G. Baldwin
Fayetteville . . . Boston Store
Fitchburg . . . Nichols & Frost, Inc.
Fort Smith . . . Boston Store
Fort Wayne . . . Wolf & Dessauer
Fort Worth . . . W. C. Stripling Co.
Framingham . . . Rayfield's
Frankfort . . . Adler's
Frederick . . . C. Thomas Kemp
Fresno . . . Harry Coffee, Inc.
Galveston . . . Eiband's
Gardner . . . Goodnow-Pearson Co.
Gastonia . . . The Vogue
Grand Forks . . . Herberger, Inc.
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Greensboro . . . E. L. Brownhill
Greenville, S. C. . . Meyers-Arnold
Greenville, Tex. . . Greenville D. G.
Harrisburg . . . Bowman Co.
Hartford . . . Steiger's
Haverhill . . . Mitchell & Co.
Hazelton . . . P. Deisroth's Sons
Helena . . . Sanden & Ferguson Co.
Hemstead . . . Franklin Shops
Hendersonville . . . La Vogue
Herkimer . . . H. G. Munger & Co.
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Houston . . . Foley Bros. D. G. Co.
Huntington . . . Paul Kirsch
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Indianapolis . . . L. S. Ayres & Co.
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Lockport . . . Sample Style Shop
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Lorain . . . Smith & Gerhart, Inc.
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Lynchburg . . . The Vogue
Lynn . . . Goddard Bros.
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Mitchell . . . Baron Bros.
Montclair . . . Miss Francis Shop
Montpelier . . . Berganti's
Morgantown . . . Floradora Shoppe
Morristown . . . M. P. Greenberger
Mt. Airy . . . J. G. Harrison
Mt. Vernon . . . Bromly Shop
Natchez . . . Famous & Price Stores
Newark . . . Hahne & Co.
New Bedford . . . Cherry & Co.
New Braunfels . . . Eiband, Fischer
New Brunswick . . . P. J. Young
New Orleans . . . Maison Maurice
Newport . . . Wm. Leys D. G. Co.
Newport News . . . Nachman's
New Rochelle . . . Lorelei Stores
Niagara Falls . . . McLeod, Johnson
Noblesville . . . Croycraft D. G. Co.
Norfolk . . . Ames & Brownley, Inc.
North Adams . . . Boston Store
Northampton . . . E. Alberts & Sons
N. Wilkesboro . . . Spainhour Sydnor
Norton . . . Cohen's Dept. Store
Norwich . . . Worth's
Oakland . . . H. C. Capwell
Oil City . . . Chic Apparel
Olean . . . Bradner's
Olyphant . . . M. Dolitsky
Omaha . . . J. L. Brandeis & Sons
Oshkosh . . . Henderson Hoyt Co.
Oswego . . . M. J. McDonald & Co.
Owensboro . . . S. W. Anderson Co.
Paducah . . . Bright's
Painesville . . . Gail G. Grant, Inc.
Palisades Park . . . Smithline's
Parkersburg . . . J. S. Broida
Passaic . . . Belle Fashion Shoppe
Patchogue . . . R. D. Krause
Paterson . . . Meyer Bros.
Pawtucket . . . Boston Store
Peoria . . . Block & Kuhl
Petosky . . . Wellings Dept. Store
Philadelphia . . . Gimbel Bros.
Pittsburgh . . . Gimbel's
Pittsfield . . . England Bros.
Plainfield . . . Tepper Bros.
Plymouth . . . Buttner Co.
Pontiac . . . Arthur's
Portchester . . . Mantell & Martin
Port Huron . . . J. B. Sperry Co.
Portland, Me. . . Thomas Smiley
Portland, Ore. . . Chas. F. Berg
Portsmouth, N. H. . . Geo. French
Portsmouth, O. . . Atlas Fashion
Pottsville . . . Grace Shop
Poughkeepsie . . . Lucky Platt
Providence . . . Gladdings, Inc.
Quincy . . . Sheridan's
Raleigh . . . E. J. Ellisberg
Reading . . . Gilman's
Richmond, Ind. . . Palais Royal
Richmond, Tex. . . Edelstein's
Richmond, Va. . . Meyer Greentree
Riverhead . . . Jacob Meyer, Inc.
Roanoke . . . I. Saks & Co.
Rochester, Minn. . . Knowlton Co.
Rochester, N. H. . . Luddon's
Rochester, N. Y. . . B. Forman Co.
Rockford . . . Block & Kuhl
Rockland . . . Senter Crane Co.
Roswell . . . Price & Co.
Rumford . . . Cyr-Norman, Inc.
Rutland . . . Chas. Sterns & Co.
Sacramento . . . Weinstock-Lubin Co.
Saginaw . . . Wm. C. Wiechmann
St. Cloud . . . Herberger-Hart Co.
St. Johnsbury . . . The Grey Shoppe
St. Louis . . . Stix, Baer & Fuller
St. Paul . . . Field-Schlick, Inc.
Salamanca . . . E. F. Norton Co.
Salem . . . Newmark's
Salina . . . Weigner's
Salisbury . . . R. E. Powell & Co.
Salt Lake City . . . Zion's Co-op.
San Angelo . . . Fashion Shop, Inc.
San Francisco . . . The Emporium
San Jose . . . Max Blum & Co.
Santa Rosa . . . Dibble & Eschen
Savannah . . . Leopold Adler
Schenectady . . . Berkely Smith
Scranton . . . Shapiro Bros, Inc.
Seattle . . . Best's Apparel, Inc.
Sheboygan . . . H. C. Prange Co.
Shreveport . . . Hearne D. G. Co.
Sioux City . . . Fishgall's
Sioux Falls . . . Shriver-Johnson Co.
South Bend . . . Robertson Bros.
S. Norwalk . . . Frank Jacoby
Spokane . . . The Palace
Springfield, Mo. . . Levy-Wolf Co.
Springfield . . . Forbes & Wallace
Springfield, O. . . Edward Wren Co.
Stamford . . . M. Moltsch Sons
Syracuse . . . Dey Bros. & Co.

FALL FASHION NEWS in Towndale Frocks



(A) A diagonal twill knit woolen with bright chromium ball buttons regimented on the shoulders, and a three-color scarf. The blouse is tucked at the yoke, the skirt is flared. \$6.50.

They're rated high for their young styling. They have that tailored look you like, spiced with extra brightness that does grand things to your point of view. And even a budget can "go to town" on these modest Towndale prices. In bright new Fall shades. Sizes 12 to 20 . . . If you cannot find Towndale Frocks in your community, write

MAIMAN-SANGER, Inc., 462 Seventh Ave., N.Y.

(B) Sag-No-Mor French spun jersey makes this delightful windbreaker blouse and skirt frock. Shirred fulness in the front and action back are grand for lively days. The adjustable belt is sewn to the blouse. \$6.50.



(C) Rows of fine tucking beneath a bright ribbon bow tie, panel the blouse and skirt of this Towndale crepe frock. The skirt is pleated front and back. \$6.50.

(D) Ribbed woolen knit, brightly fastened with pull-through acorn buttons, has a smart deep-pointed collar, square gores on the skirt, and suede belt. \$7.95.

(E) Stitched collar and giant bow on Botany's alpaca woolen. The dress has diagonal darts for front fulness and suede belt. \$7.95.



(prices apply East of the Rockies)

Scranton . . . Shapiro Bros, Inc.
Seattle . . . Best's Apparel, Inc.
Sheboygan . . . H. C. Prange Co.
Shreveport . . . Hearne D. G. Co.
Sioux City . . . Fishgall's
Sioux Falls . . . Shriver-Johnson Co.
South Bend . . . Robertson Bros.
S. Norwalk . . . Frank Jacoby
Spokane . . . The Palace
Springfield, Mo. . . Levy-Wolf Co.
Springfield . . . Forbes & Wallace
Springfield, O. . . Edward Wren Co.
Stamford . . . M. Moltsch Sons
Syracuse . . . Dey Bros. & Co.

Tacoma . . . People's Store
Tamaqua . . . Scheid's Dept. Store
Tempe . . . Hendler's, Inc.
Terra Haute . . . Meis Bros. Co.
Toledo . . . La Salle & Koch Co.
Topeka . . . Pelletier Stores
Torrington . . . Bronson, King
Traverse City . . . J. W. Milliken
Trenton . . . Vanitea Marte
Trinidad . . . H. Moses & Sons, Inc.
Troy, N. Y. . . Troy Peerless Co.
Troy, Ala. . . Rosenberg Bros.
Tucson . . . Levy Dry Goods Co.
Tulahoma . . . W. H. Wilson & Son

Tulsa . . . Seidenback's
Tyler . . . The Fashion
Union City . . . A. Holthausen
Utica . . . D. Price Co.
Uvalde . . . L. Schwartz Co.
Waltham . . . Grover Gronin, Inc.
Warren . . . Metzger Wright Co.
Washington, D. C. . . S. Kann
Waterbury . . . Worth's
Watertown . . . The Fashion Shop
Waterville . . . Stella B. Raymond
Waynesboro . . . Rosenthal's
Webster City . . . Seymour Eichman
Weiman . . . I. Lauterstein & Son

Welch . . . Beryl Shoppe
Wellesley . . . Triangle Shop
West Palm Beach . . . Kerman's
West Point, Ga. . . Kiralfy & Co.
Wheeling . . . Stone & Thomas
Wilkes-Barre . . . Fowler, Dick & W.
Williamsport . . . Brozman's
Wilmington, N. C. . . The Julia
Winchester . . . Smart Shop
Winsted . . . The Boston Store
Worcester . . . Richard Healy Co.
Yonkers . . . The Fashion Shop
York . . . S. Grumbacher & Son
Youngstown . . . Strouss Hirschberg

BILTMORE by **MATRIX** . . . *Smart, five-eyelet oxford with genuine Calcutta Lizard toe and heel, finished with contrasting stitching and tiny touches of patent leather. Black and Brown Kid, Blue, Black or Brown Suede.*



ALL FOOTLIGHTS illuminating the styles of the season are reflected in Matrix and Collegebred Shoes for Fall. And in each pair are the special beauty and glorious comfort that come from "your footprint in leather." This exclusive, patented sole follows exactly the lines and curves of your foot, supports your arch completely and naturally. "Your footprint in leather" brings you foot-ease, makes your shoes comfortable to wear with the first step you take in them, and through assuring more perfect fit, adds to the trim appearance of shoe design. Flatter your foot, yet assure yourself comfort, by choosing from the smart collection of Matrix and Collegebred Models featured for Fall.

Collegebred Shoes at \$7.75 and up. Matrix Shoes at \$9.00 and up. E. P. Reed & Company, Rochester, N. Y. Matrix and Collegebred Style Studio, 47 West 34th St., New York.

EXETER by **COLLEGEARED** . . . *In this single, wide strap with neat side buckle, custom leather heel and clear-through perforations, is a fashionable and very wearable shoe for Fall and Winter. In Brown and Black Crash Calf.*

Matrix



Collegebred



CREATED  BY REED



"...I DON'T LIKE TO PAY A LOT OF MONEY FOR MY FALL SHOES BUT WHAT CAN YOU DO IF YOU WANT GOOD SHOES AND STYLE THAT'S REALLY DIFFERENT?"

"THAT'S WHAT I USED TO THINK... UNTIL I STARTED TO WEAR FASHION PLATE SHOES — THEY'RE ONLY \$8.50 AND I'VE NEVER HAD SHOES SO SMART AND WELL MADE TOO"

ESPECIALLY with women who usually pay twice the price for footwear, Fashion Plate styles are the most talked-about of the new fall shoes. Beautiful "custom made" lines, superbly soft leathers, perfect fitting lasts—the things you *look* for only in expensive shoes you actually find in Fashion Plate models now, at a really moderate price! And, what surprises women most of all is the way they *keep* their lovely, flattering shape after months of trotting about town. Designed by a shoe house famous for leading shoe fashions and uncompromising fineness of quality for more than twenty years. You can buy these lovely shoes now in advance fall models, under the Fashion Plate crest. Sold by the smarter stores everywhere.


*Fashion
Plate*



Most Models

\$8.50

*Slightly Higher
West of the Rockies*

JOHNSON, STEPHENS & SHINKLE SHOE CO.
ST. LOUIS, MO.

Recognized Style Leaders for Over 20 Years

Carolyn's

"CABLED THREE"

for September come to
you with KOVER-ZIP
the invisible slide fastener

29.75

Sizes 12 to 20

Lightweight wool crepe with flattering
front drape. Wine, brown, green, black.



Friendship crepe with metal vestee.
Black, Obidus green, Teetra brown.



Carolyn Bags, also equipped with Kover-Zip . . . \$5.00

★ The glamorous details in these outstanding Paris Cabled Carolyn frocks . . . the front pleats, the metal vestee, the Renaissance collar of gilt, the tricky sleeves . . . these come exclusively to Carolyn from the agile pens of French designers.

But from America comes Kover-Zip, a zipper closing as new as tomorrow. No metal shows on Kover-Zip. A fabric covering blends Kover-Zip invisibly into the material of your dress. And presto...no glaring closing to permit "peeping pinks" to spoil the unbroken line of your intriguing new Carolyn dress.

Carolyn

Modes are sold exclusively in New York by ARNOLD CONSTABLE

Atlanta, Ga. Rich's
Baltimore, Md. Schleisner Co.
Birmingham, Ala. Burger-Phillips Co.
Cincinnati, Ohio Mabley & Carew
Columbus, Ohio The Fashion Co.
El Paso, Texas Popular D. G. Co.

Fort Worth, Texas Monnig's
Houston, Texas Foley Bros. D. G. Co.
Knoxville, Tenn. S. H. George & Sons
Little Rock, Ark. Pfeifer Bros.
Oklahoma City, Okla. John A. Brown Co.
Sacramento, Calif. Hale Bros.

Salt Lake City, Utah Auerbach Co.
San Francisco, Calif. Hale Bros.
San Jose, Calif. Hale Bros.
Seattle, Wash. Best's Apparel, Inc.
Tulsa, Okla. Brown Dunkin
Washington, D. C. The Hecht Co.

and 62 other stores from coast to coast.

For name of store in your city that carries them, write to NATIONAL MODES INC., 128 West 31st Street, New York City

Uncut velvet, Mesh belt, Green,
rust, petunia, pagoda.



*Without
an Effort*

**new figure
beauty is yours**

*... assured by corsets with this
easily-operated slide fastener ...*

ITS CORRECT NAME IS TALON

Reg. U. S. Pat. Off.



TALON is the only slide fastener with automatic lock. Let go slider—it's locked, fast. Lift slider—it opens swiftly.

Give yourself the luxury of finer corsets. You can afford to, now—they last longer, these new corsets with the Talon fastener because they have fuller openings. No need to pull them out of shape each time they are put on or taken off. Now, you just step into your corset, give a gentle pull on the fastener. As it closes into place, the fastener locks automatically and stays secure against all strain.

Because the fastener lies flat and smooth as a seam, the last trace of

bulge and wrinkle is erased from smart foundation garments.

Not confined to any one type, but available in quality corsets for every figure and occasion, garments with Talon fastener convenience set the vogue in figure-control today.

The better shops feature Talon-fastened foundation garments in a complete price range. Check the name Talon on the fastener. For Talon alone locks automatically and launders perfectly.



• *Figure-molding foundation garment with long, side application of the Talon slide fastener to assure convenience and trimness.*

Now.. A new smart shape in shoes to fit your Modern Foot!

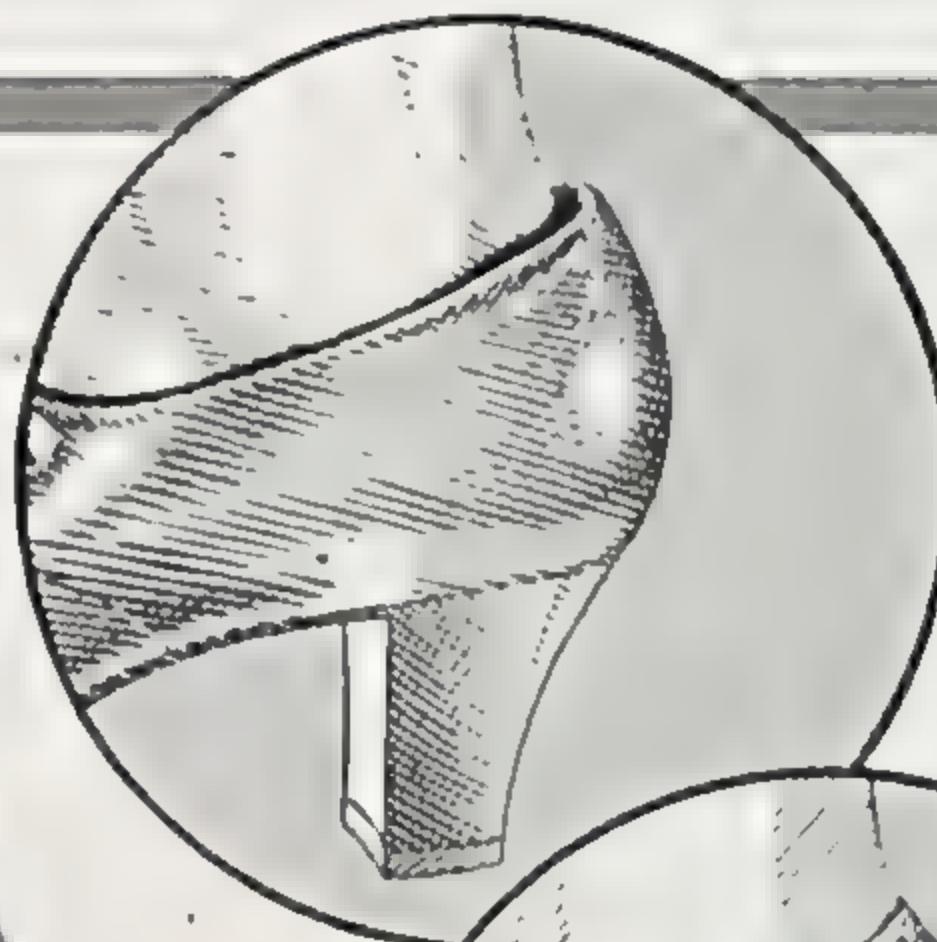
The Blossom, a Fall Foot Saver two eyelet tie, made over the new Shortback Last. The new Foot Savers include a wide variety of smart step-ins, T-straps, oxfords, and shoes for spectator or active sports.



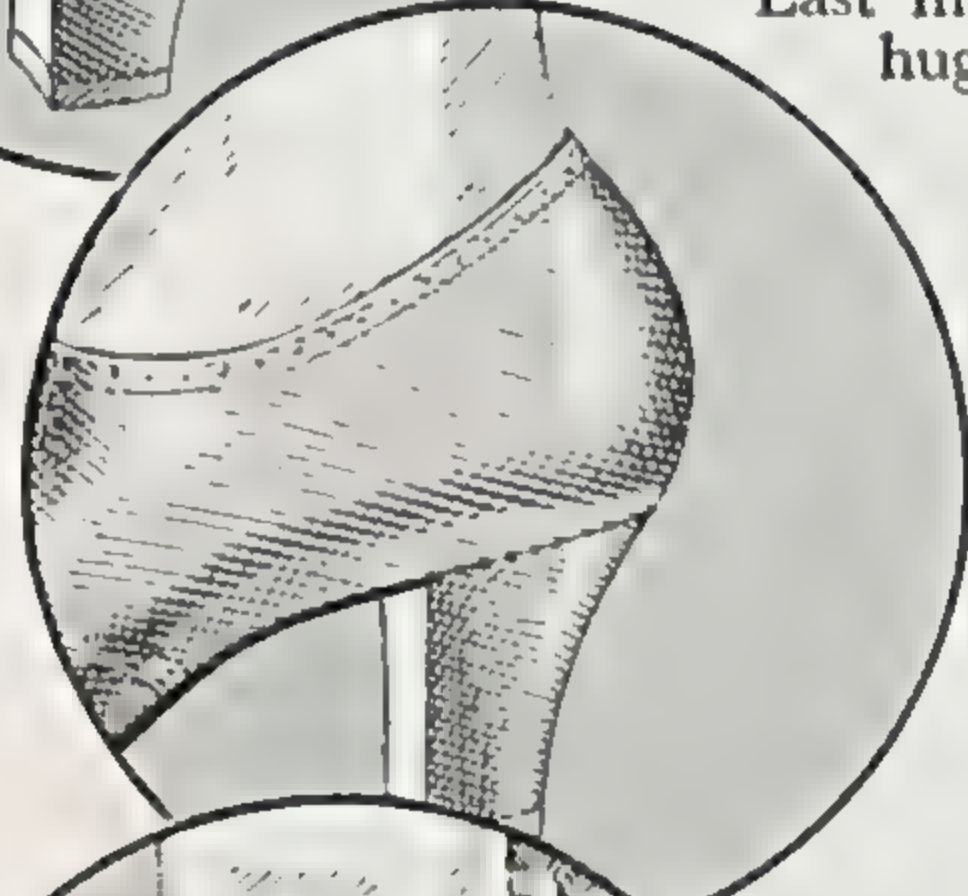
Foot Savers Are Priced From

\$9⁰⁰ to \$12⁵⁰

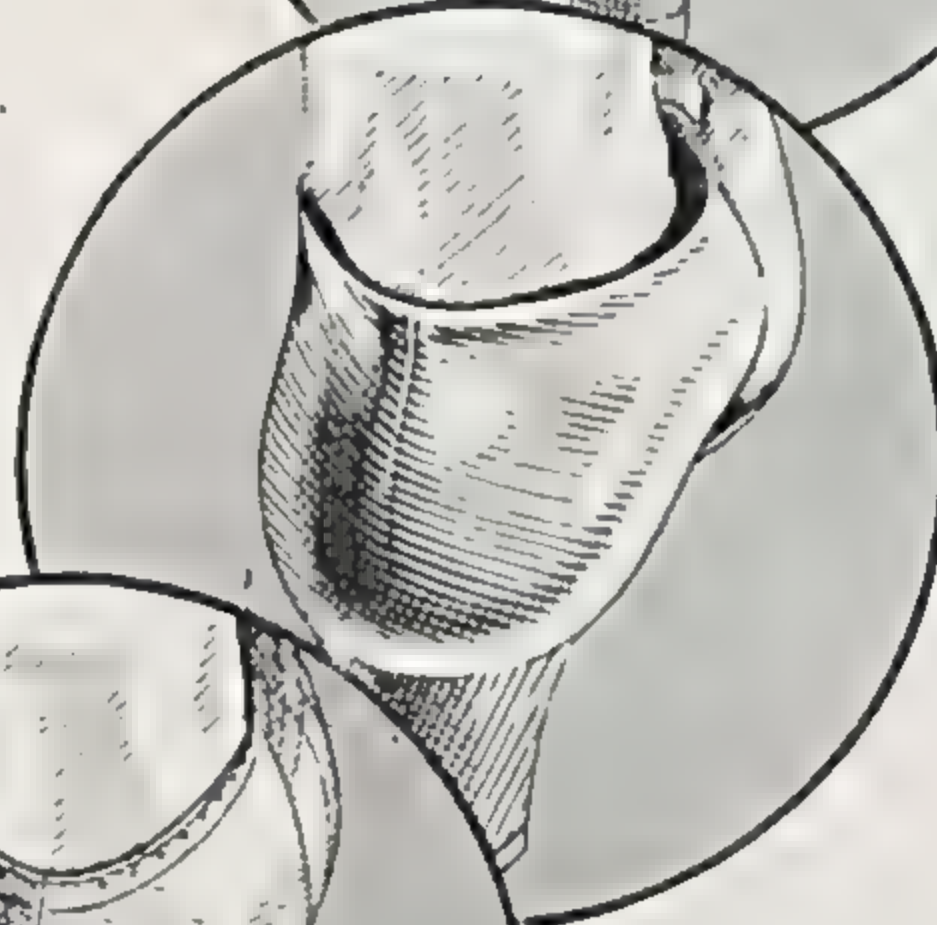
Some slightly higher



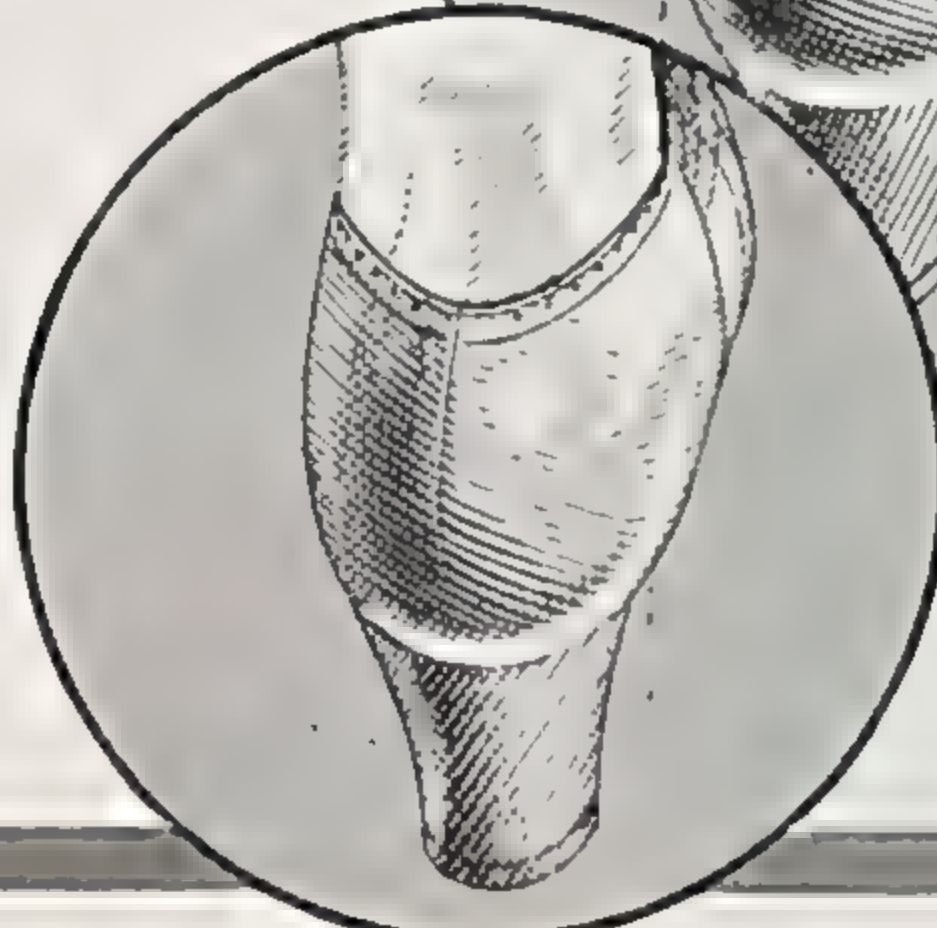
You see heels like this everywhere. The toes may fit but the heel is loose. Appearance and stockings sacrificed for toe comfort!



Heel of a smart new Foot Saver shoe. The Shortback Last makes the leather hug the foot—yet the wearer's toes are comfortable.



Old fashioned lasts made the shoe bulge and gap along the side, particularly when walking or following the first month's wear.



But Foot Saver Shoes are shaped to hug the heel closely, without slipping, even when in motion, and without special fitting or heel pads.

LIVES there a woman who hasn't been told: "Madam, you have a hard foot to fit." You've heard it—and very probably had to compromise on a size either too tight in the toe or too loose at the heel!

But it wasn't your foot's fault. Or the salesman's. We investigated. Thousands of tests in hundreds of stores convinced us that the modern woman's foot has changed. Today it is *shorter*, in proportion, from the heel to the ball of the foot than her grandmother's. But shoe lasts—and therefore women's shoes—still kept the same old proportions.

Over a year ago we threw away a fortune's worth of these old fashioned lasts—regarded by other makers as the finest-fitting lasts ever built—and had new ones specially made. We call them Shortback *Free-Walking* Lasts.

Every pair of smart Fall Foot Savers, and only Foot Savers, is made over them.

Here is what they will do: Give you, at last, a fashionable shoe which is comfortable in ball and toe and at the same time fits like a glove at the heel, without slipping at the back or bulging unattractively at the sides. You'll be amazed at their constant fit, at rest or in motion.

And Foot Savers have another surprise for you: Hidden within them is a slender strip



You'll Enjoy
"MUSICAL FOOTNOTES"
Columbia Network—Sundays—
12:30 Noon—E. D. S. T.

of springy steel which comforts and supports your arch, puts new verve in your walk and helps erase from your face the unbecoming lines which indicate foot fatigue.

See the Classified Section of your telephone book for the name of the selected shoe or department store in your locality featuring Foot Saver Shoes. Or ask us and we will also send you a free style booklet picturing the smartest Fall Footwear Fashions. Write The Julian & Kokenge Co., 78 West Main Street, Columbus, Ohio.

Send for Style Booklet Today!

Paste coupon on postcard if you desire

The Julian & Kokenge Company,
78 West Main St., Columbus, Ohio.
In Canada write Perth Shoe Co., Ltd., Perth, Ont.
Please send me your new Style Booklet
picturing the smartest Fall Footwear Fash-
ions and name of nearest Foot Saver Dealer.

Free

Name.....

Street.....

City.....State.....

© The Julian & Kokenge Company, 1935

FOOT SAVER SHOES

Smartly shaped to fit the Modern Foot

Men's Foot Savers are made by Commonwealth Shoe & Leather Co., Whitman, Mass.

NEW THREE-POINT TECHNIQUE

SMOOTHS YOU DOWN
TO YOUR SLIMMEST DREAMS

Carter's FOUNDATIONS
Pre-shrunk

WITH BENEFIT OF

Lastex
REG. U. S. PAT. OFF.

THE MIRACLE YARN THAT MAKES THINGS FIT



Should yours be a figure that needs a bit of dressing down to wear the current modes, you'll be amazed at the holding and molding qualities of the new Carter Foundations (Tub-shrunk). Such fine art of corsetry is possible only with "Lastex," the elastic yarn whose magic it is to make any woven or knitted fabric stretch and flex exactly as desired. With barely enough material to fill a purse-pocket, Carter has created a new type of foundation, with cunning constructions at the strategic points of diaphragm, waist and hip, to make you look years younger and sizes slimmer. Leading stores everywhere are showing the new Carter's for Fall. "Lastex," 1790 Broadway, New York City.



TRI-FLEX

(Above)

New Carter Complete, with a special construction at diaphragm, waist and hips, for 3-point control, "vacuum" lining, low-cut back, lace and net bandeau, flat trolley garters. Bust sizes are from 30 to 36.

TRI-MODE

(Below)

New Carter Girdle in same fascinating fabric as Tri-Flex, with welted waistline, extra firm knitting over hips, flat trolley garters, "vacuum" lining. Waist sizes 24 to 30. Worn with Carter lace and net bandeau.



Shoes illustrated: (Left) ROSMONT, strap of brown suede with calf trim . . . (Center) SERPENTINE, black or brown suede pump with patent trim . . . (Right) MONTROS, three-eyelet tie of brown or black suede with kid trim.

A FAMOUS *Again* NAME MAKES NEWS

For the new fall season, fine stores everywhere are offering now the smartest shoes that ever bore the Laird, Schober name and crest. As fashions, they are fresh . . . youthful . . . exciting. And, of course, they all express once more those uncompromising standards which have made the Laird, Schober trademark an international symbol of Supreme Quality . . . LAIRD, SCHOBEL and COMPANY, Philadelphia.



Look for the famous trademark crest on every Laird, Schober shoe

Laird, Schober

Step smartly into the Fall

Fashion perfection and budget price make Kragshire your first "must-have" for Fall

Do the town . . . do the country . . . do it smartly, snugly, in the all-purpose coat that knows how to "take it" . . . the original KRAGSHIRE Plaid-Back. It does such grand things for your silhouette, this easy-fitting, finely tailored utility coat. It goes to school or business just as correctly as it travels ashore, or afloat.

See the fabrics . . . the interesting weaves, unusual diagonals, checks and distinguished mixtures loomed exclusively for KRAGSHIRE . . . with woven-on plaid backs that give you warmth-without-weight.

Discover their incredibly economical price, and you'll agree that "Every wardrobe needs a KRAGSHIRE."

Sleeves and yoke are lined with Earl-Glo, Aristocrat of Linings.

Kragshire
PLAID-BACK
COATS

HATS BY KNOX



scene in a Kragshire PLAID-BACK



IMPORTANT SHOPS THE COUNTRY OVER FEATURING KRAGSHIRE PLAID-BACK COATS

Louis Pizitz D. G. Co.	Birmingham, Ala.	C. L. Thomas	Alpena, Mich.
Montgomery Fair	Montgomery, Ala.	Bay City Cash Store	Bay City, Mich.
Gus Blass Co.	Little Rock, Ark.	J. L. Hudson Co.	Detroit, Mich.
The May Co.	Los Angeles, Cal.	The Vogue	Flint, Mich.
The Marston Co.	San Diego, Cal.	Houseman's	Grand Rapids, Mich.
The Emporium	San Francisco, Cal.	Du Mez Bros.	Holland, Mich.
The May Co.	Denver, Colo.	Don W. Goodnow	Howell, Mich.
The Leavitt Co.	Bridgeport, Conn.	Jacobson's	Jackson, Mich.
G. Fox & Co.	Hartford, Conn.	Fred Mahoney's	Kalamazoo, Mich.
Musler & Liebeskind	Waterbury, Conn.	Louis Persitz	Marquette, Mich.
M. Philipsborn & Co.	Washington, D. C.	Waite Bros.	Pontiac, Mich.
Richard's	Wilmington, Del.	Ballentine D. G. Co.	Port Huron, Mich.
Mayfair Shop	Boise, Idaho	Esther Shop, Inc.	Saginaw, Mich.
Economy Dress Shop	Idaho Falls, Idaho	Maurice's Inc.	Duluth, Minn.
Harvey's	Lewiston, Idaho	O'Meara's Inc.	Fergus Falls, Minn.
The Fashion Shop	Moscow, Idaho	Sapero Bros.	Hibbing, Minn.
Cummings, Inc.	Twin Falls, Idaho	Ben Choczen	Jackson, Minn.
Block & Kuhl	Aurora, Ill.	Munson's Apparel Shop	Little Falls, Minn.
Bass Fashion	Benton, Ill.	Stevenson's	Mankato, Minn.
Marshall Field & Co.	Chicago, Ill.	John W. Thomas & Co.	Minneapolis, Minn.
The Fashion	Danville, Ill.	Eckberg's	Montevideo, Minn.
The Emporium	Jacksonville, Ill.	Charles F. Galles Co.	Redwood Falls, Minn.
Block & Kuhl	Joliet, Ill.	Stevenson's	Rochester, Minn.
Scharff's	Moline, Ill.	Schunemann's & Mannheimer's	St. Paul, Minn.
Morton's Apparel Shops, Inc.	Mt. Vernon, Ill.	Quality Shop	Virginia, Minn.
Block & Kuhl	Peoria, Ill.	Aaronson's	Willmar, Minn.
Wendland's	Pontiac, Ill.	The Gray Shop	Worthington, Minn.
Chas. V. Weise Co.	Rockford, Ill.	Louis Hecht	Cape Girardeau, Mo.
McCabe D. G. Co.	Rock Island, Ill.	Berkson Bros.	Kansas City, Mo.
W. H. Roland	Springfield, Ill.	Sonnenfeld's	St. Louis, Mo.
Libby Apparel, Inc.	Waukegan, Ill.	A. A. Braten	Bozeman, Mont.
Freund's	Anderson, Ind.	Sullivan's, Inc.	Great Falls, Mont.
The Golden Rule	Crawfordsville, Ind.	Sanden & Ferguson Co.	Helena, Mont.
Wolf and Dessauer	Ft. Wayne, Ind.	The Leader	Lewistown, Mont.
Broadway Style Shop	Gary, Ind.	A. W. Miles Co.	Livingston, Mont.
Rink's Cloak House	Indianapolis, Ind.	C. E. Priess Ready to Wear	Missoula, Mont.
Palais Royal	Lafayette, Ind.	Reulers	Alliance, Neb.
Isadore Eichman	Lebanon, Ind.	H. Hemmingsen	Auburn, Neb.
Roths Smart Apparel	Muncie, Ind.	Levine Brothers	Columbus, Neb.
Friend & Howard, Inc.	So. Bend, Ind.	Reulers	Grand Island, Neb.
A. Herz, Inc.	Terre Haute, Ind.	Phillips Smart Shop	Hastings, Neb.
The Tilden Store Co.	Ames, Iowa	Reuler's	McCook, Neb.
Schmidt's Ready To Wear	Boone, Iowa	Herzberg's	Omaha, Neb.
Frankel's	Cedar Rapids, Iowa	Reuler's	Scottsbluff, Neb.
John Beno Co.	Council Bluffs, Iowa	Middlebrook's	York, Neb.
Scharff's	Davenport, Iowa	MacLeod's Dept. Store Inc.	Littleton, N. H.
Decorah C. & S. Co.	Decorah, Iowa	The Leavitt Co.	Manchester, N. H.
Wolf's Inc.	Des Moines, Iowa	Kresge Dept. Store	Newark, N. J.
Roshek Bros. Co.	Dubuque, Iowa	Montauk Shop	Passaic, N. J.
Ladies' Fashion Shop	Fairfield, Iowa	Quackenbush Co.	Paterson, N. J.
R. R. Jacobs	Forest City, Iowa	Nevius Bros., Co.	Trenton, N. J.
Gates Dry Goods Co.	Fort Dodge, Iowa	Blatt Inc.	Santa Fé, N. M.
Tingwald's	Ft. Madison, Iowa	David's	Albany, N. Y.
Brintnall's	Marshalltown, Iowa	Scott & Bean	Batavia, N. Y.
Damon's	Mason City, Iowa	Hills, McLean & Haskins	Binghamton, N. Y.
Hoaglin's	Mt. Pleasant, Iowa	Martin's	Brooklyn, N. Y.
T. J. Madden	Ottumwa, Iowa	J. N. Adam & Co.	Buffalo, N. Y.
The Grey Shop	Sheldon, Iowa	The Rockwell Co.	Corning, N. Y.
T. S. Martin Co.	Sioux City, Iowa	Wiltsie Co.	Cortland, N. Y.
Burg Dry Goods	Spencer, Iowa	Sidey's	Dunkirk, N. Y.
New York Fashion Shop	Waterloo, Iowa	Rogers	Elmira, N. Y.
Hale & Sons	Waukon, Iowa	Burt Co.	Endicott, N. Y.
Berkson Bros.	Topeka, Kans.	Hoffman's Smart Shop	Glens Falls, N. Y.
Besten & Langen	Louisville, Ky.	Tuttle & Rockwell Co.	Hornell, N. Y.
Chernowsky's	Augusta, Me.	Rothschild Bros.	Ithaca, N. Y.
Freese's	Bangor, Me.	Burden & Co.	Jamaica, N. Y.
Unobskey's Stores	Calais, Me.	Abrahamson-Bigelow Co.	Jamestown, N. Y.
Ellis Green Co.	Fort Fairfield, Me.	A. Alpert	Johnstown, N. Y.
B. S. Green Co.	Houlton, Me.	The Strand Store	Little Falls, N. Y.
Peck's	Lewiston, Me.	E. M. McGowan	Malone, N. Y.
Porteous, Mitchell & Braun	Portland, Me.	Bellevue Dress Shop	Niagara Falls, N. Y.
Green Bros.	Presque Isle, Me.	Mack Friedman Co., Inc.	Niagara Falls, N. Y.
E. K. Day Co.	Rumford, Me.	Nathan Franks Sons	Ogdensburg, N. Y.
J. Papas	Sanford, Me.	Oneonta Dept. Store	Oneonta, N. Y.
The May Co.	Baltimore, Md.	M. J. McDonald & Co.	Oswego, N. Y.
Jordan Marsh Co.	Boston, Mass.	Sibley Lindsay & Curr Co.	Rochester, N. Y.
Porter's	Brockton, Mass.	Fitzgerald Bros.	Salamanca, N. Y.
Rogers	Fitchburg, Mass.	The Wallace Co.	Schenectady, N. Y.
Rayfield's	Framingham, Mass.	The Addis Co.	Syracuse, N. Y.
Winchester Specialty Shop	Gardner, Mass.	B. Weinberg	Troy, N. Y.
The Empire	Lawrence, Mass.	J. B. Wells & Son Co.	Utica, N. Y.
The Vogue Shop	Leominster, Mass.	Globe Store	Watertown, N. Y.
Goddard Bros.	Lynn, Mass.	Rockwell Bros. & Co., Inc.	Wellsville, N. Y.
Bon Marché	Lowell, Mass.	Lucas Co.	Bismarck, N. D.
Louis Fashion Shop	Milford, Mass.	Canfield Co., Inc.	Cando, N. D.
The C. F. Wing Co.	New Bedford, Mass.	The Fashion Shop	Devils Lake, N. D.
Royal Skirt Co.	Salem, Mass.	The Store Without a Name	Fargo, N. D.
Forbes & Wallace, Inc.	Springfield, Mass.	Bray's	Grand Forks, N. D.
Sol and S. Marcus Co.	Worcester, Mass.	Sgutt's	Minot, N. D.

(Continued on page 122)

Kragshire Coats are to be had at one store in each of many other cities. For the name of the store in your city, write

SIEGEL BROS., 500 SEVENTH AVENUE, NEW YORK CITY

SCHOOLS ABROAD

TRAVEL STUDY YEAR ABROAD

November-May by cruise, camel, car, train & steamer to Europe, Near East, Egypt, Residence in Paris, Rome, Florence, Cairo, London. Winter sports, Switzerland. Limited to six girls, boarding school or college. ALICE F. DAY, 21 DOWNING ST., WORCESTER, MASS.

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Vogue's School Bureau is maintained to serve readers who are looking for a school. If you want last-minute information and advice, do not hesitate to call on us. Simply write or telephone Miss Marian Courtney, Director, Room 1928, Graybar Building, 420 Lexington Avenue, New York City. Telephone: MOhawk 4-7500.

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The First R

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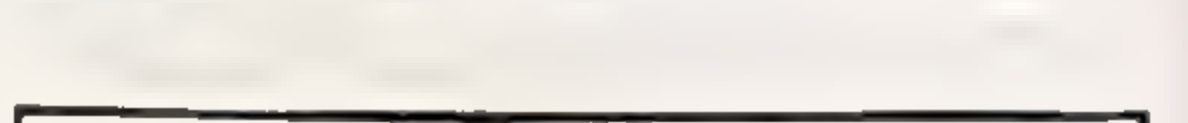
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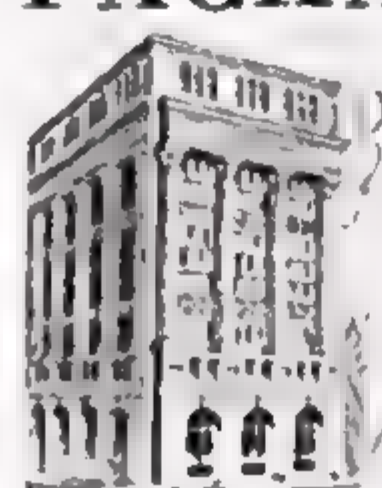
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Four-Legged Snowdrift

EDITOR'S NOTE: The Kennel Departments of the Condé Nast Magazines believe that first-class dogs at prices justified by what the buyer receives and the breeder expends are the best policy. We know that right breeding and right raising cost money and that they are necessary if the purchaser is to derive maximum satisfaction from the dog he buys. We therefore believe it a duty to our readers to accept no advertising from breeders who make a practice of charging less than the \$50 which we consider to be a fair minimum price for the right sort of puppy.

No doubt about it, big dogs are in for popularity. Big dogs that make the prowler choose a wide detour, and even the serious kidnapper wonder whether somebody else wouldn't be a better bet. Big dogs that are grand companions and marvellous to behold.

And what, speaking of visions, could provide a more striking contrast to a slimly elegant *mondaine* than one of these "white-furred lords", to use his noble nickname, who looks as though the polar bear were his grandfather and the rotogravure his natural habitat? Blasé cameramen, who mightn't rise to anything under "Best in Show" in a well-known breed, never miss the chance of recording this startling exhibit, even if they don't know, till their city editors tell them, that they've caught one of the very few Great Pyrenees now resident in America.

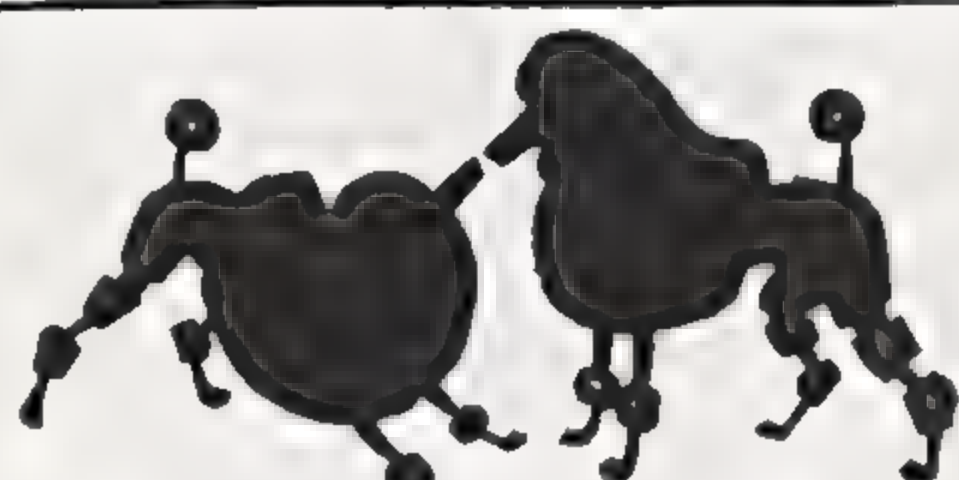


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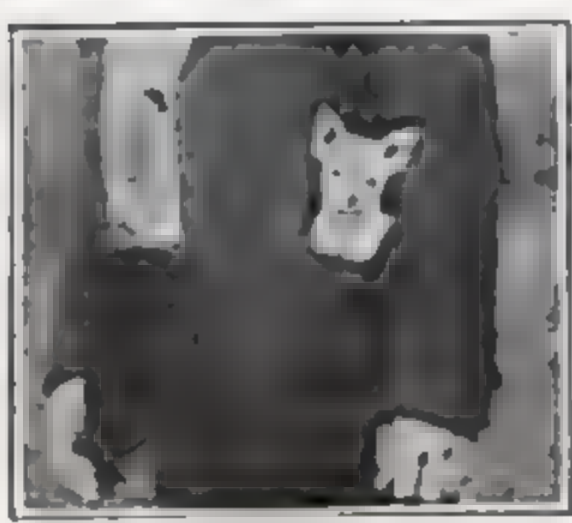
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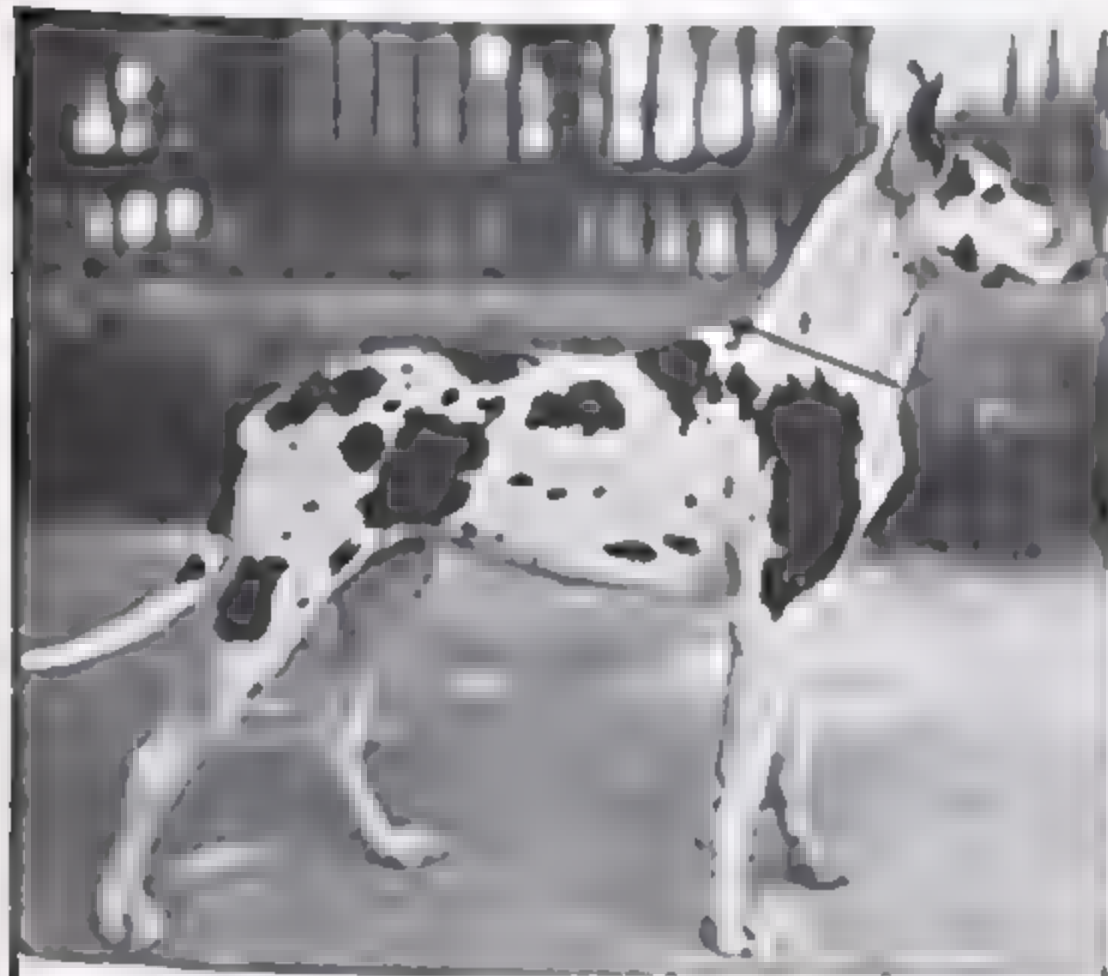
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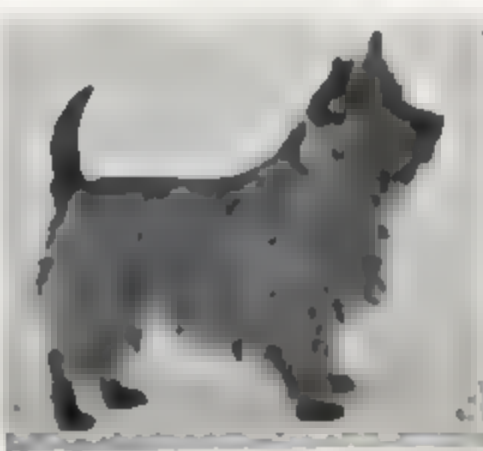
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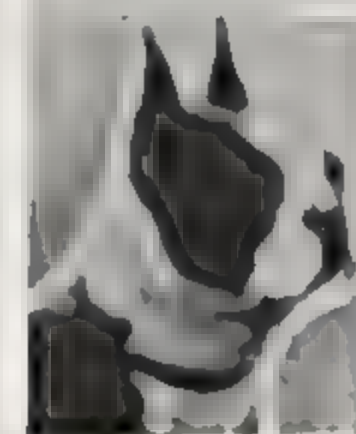
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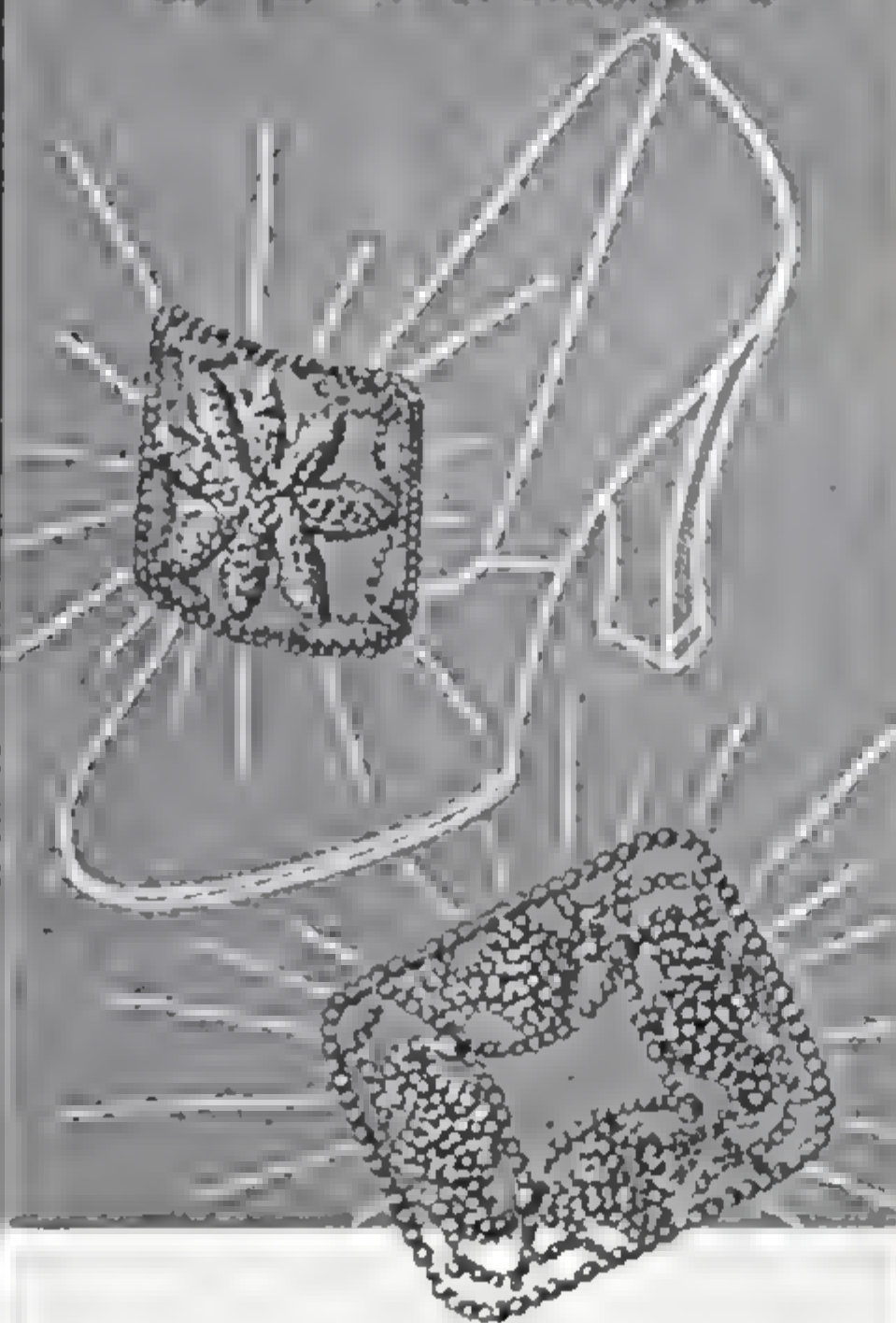
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of gems which literally bedeck
them from head to toe!

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buckles on slender opera pumps
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gance in Fall fashions.

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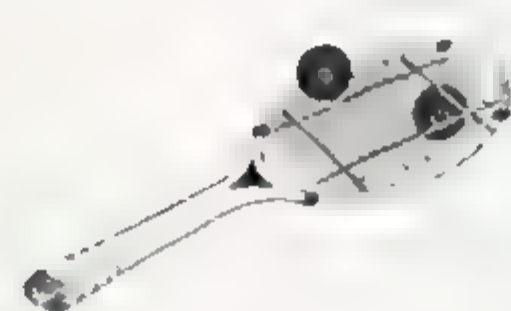
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Vogue Covers

Park Avenue tennis



• The Tennis Club of Park Avenue, on the southwest corner of Park Avenue and Sixty-First Street, no longer seems like an anachronism; after all, if Park Avenue can't have parks, it should at least have tennis-courts. But the exposed corner still seems to hold a strange fascination for sidewalk loiterers, who peer in at the tennis, through slits in the green canvas walls, as though it were some exotic native ritual. When you walk into the entrance on Sixty-First Street, instead of being transported through the looking-glass or to the back of the North Wind, you find yourself in the pro's tiny shop, with racquets and balls for sale, like any country club, and the pro himself, Mr. Gaby Lyons, on hand. Beyond are two small dressing-rooms, with lockers and showers, and above that the attractive awning-covered balcony seen from Park Avenue. It is shady and spacious, with comfortable chairs, a ping-pong table, and an option on soft drinks. The three clay courts may be rented by the hour at almost any time of the day or night. The rental for one court ranges from about \$1 to \$2.50 an hour, depending upon the day of the week and the time of day. (The rate is lowest before ten o'clock in the morning.)

Just out of town

• Here is a bit of information for the especial benefit of New Yorkers who love the city after dark and wish they could take some of it to the country with them; for visitors who care to widen their scope a bit; and for suburbanites who hate the trip home after a Broadway evening.

Millburn, New Jersey, is only about three-quarters of an hour out of town, via the Skyway. And at Millburn, you will find Chanticleer, a spot worthy of its quickly gained reputation. Its owner, William Naue, has not only spent money—but has spent it remarkably well for the comfort and entertainment of his guests. In place of a noisy, girly show, there is air-conditioning (unique in the State); in place of spot-lights and glitter and cubic mirrors, there are neutral-shaded hangings and a quiet,

charming scheme of decoration.

Don't expect at dinner to choose from half a hundred passable entrées. Chanticleer wisely concentrates on a few—all excellent. Gus Steck and his orchestra provide music for dancing, and nothing is lacking for a thoroughly enjoyable evening.

Menace from above

• I was playing golf at Meadow Brook the other day, and I counted in the air twenty-one airplanes at the same time. I am not complaining because it put me off my game, because God knows it would take an army to do that, but I am making the statement for whatever it is worth—that airplanes will either have to be quieter, or fly higher, or life is going to become a series of booms, spits, and back-fires from engines. The mechanical age is O. K. by me, provided we don't have to see it or hear it.

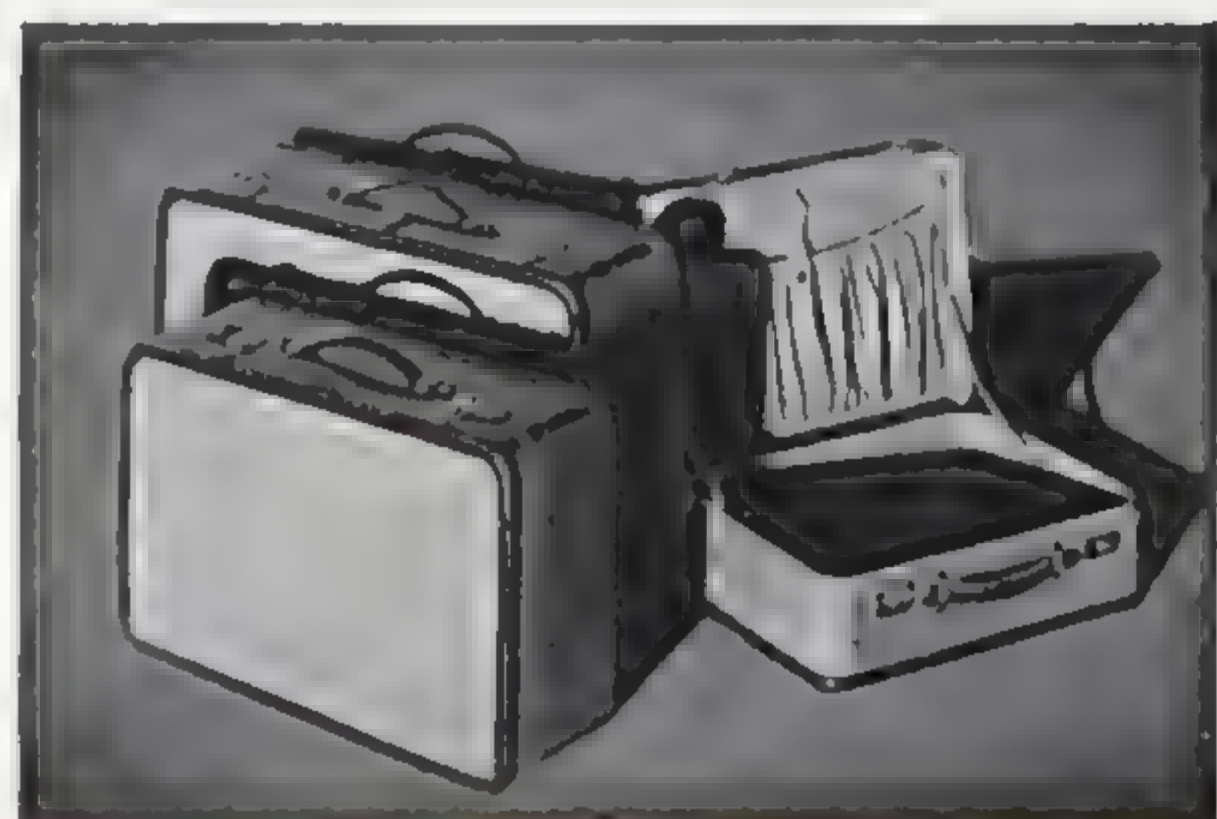
New England hospitality



• Since, judging by the questions I'm asked, every one likes to know pleasant places to which to motor near New York, it is only fair for me to disclose

another that I happen to have up my sleeve. This is Shaker Hollow, in South Salem, where you can get really marvellous food for lunch or dinner. It's as quaint as it sounds—a veritable New England Colonial farmhouse more than two centuries old, and proud of its collection of original Shaker furniture and of tinsel paintings. As you will guess the moment you see it, this place is not a public restaurant—it is the country house of the people who live there and who will make you feel that, for a few hours, it is your home, too. So you must telephone before you go (South Salem 133).

If you are starting from town, this is rather too much of a jaunt for dinner, but it is just the place to go if you live in Westchester County or in the direction of Ridgefield, Connecticut. And it's a very worthwhile trip for a Sunday, when the snack buffet is a special attraction between five and seven o'clock. From New York, you follow Route 22 to Bedford Village, then via Cross River, Poundridge, or Katonah to South Salem. It



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the town

takes about two hours. If starting from Norwalk, or thereabouts, go via New Canaan, Route 123. Or from Wilton and points east, via Ridgefield, Route 35. Lunch costs around \$1.25 or so, and dinner about \$2.

As in the good old days

• It is rumoured that Jacques Bustanoby, of pre-War restaurant fame, is coming back to Broadway. The news is good—but, as far as a “comeback” is concerned, Bustanoby has already staged that. If you haven’t yet discovered his place at Teterboro, New Jersey, it’s well worth the short motor run—only about forty minutes from town. In fact, you can spend the day out there, and come back at night feeling as though you had had a large vacation. Bustanoby has wisely kept the country-club atmosphere of the place. You can indulge in your own sports inclinations—follow golf with a swim in the pool—and then enjoy the whole-hearted hospitality and the Epicurean fare that your host will provide. The golfers’ lunch, down-stairs in the cool grill, is excellent and surprisingly inexpensive. There are à la carte specialties served all day. And the dinner at something like \$1.50 is a culinary triumph. For example, you happen to go out on a Friday night. Jacques will smilingly warn you that you have struck *un vendredi maigre*. But each course surpasses the one before; and, with a bottle of good French wine, you enjoy a completely delightful dinner. Anchovy fritters, to start (a specialty of the house); then a real onion soup, followed by lobster Bordelaise *flambé au cognac*; colossal asparagus (no exaggeration) with sauce mousseline; and, for a sweet, will you have frozen berries cardinal, or crêpes Suzette, or cream-cheese au Kirschwasser? And then a perfect *mazagran*. Lean Friday, indeed! All of this to the dancing tunes of Stan Austin’s orchestra, interspersed with pleasant entertainment.

Directions? Very simple. Just cross the George Washington Bridge and follow Route 6 about five miles—as far as the Airport.

Considering that you can have all this for a meagre hour’s run from New York, it seems to us that Bustanoby needn’t even bother with Broadway!

Turning back the films

• Has it ever struck you that the art which is peculiar to the twentieth century is that of the motion-picture? It is such a young art that its “primitives” are only forty years old. But already, they have been buried and forgotten. We look merely at the output of the current year, and only rarely are the interesting films in the archives again brought to light.

It took The Museum of Modern Art to realize that the history of the film industry should be recorded and studied while the records are still available, and so a grant from the Rockefeller Foundation is now being used to establish a film library.

A group of motion-pictures that have made history are being assembled by this new department and will be circulated a few months hence. Eventually, a complete record of all types of motion-pictures made in America and in Europe will be preserved and will be available for exhibitions at museums and colleges throughout the country. Books, “stills,” and even the old music scores that originally accompanied the silent films will be gathered together in this library. Since there is not sufficient space in the building now occupied by The Museum of Modern Art, at 11 West Fifty-Third Street, the new library will be housed at 485 Madison Avenue.

The president of The Museum, Mr. A. Conger Goodyear, has been in Europe preparing a very special treat for us. This will be nothing less than a loan exhibition of Van Gogh paintings and drawings. Sent by museums and private collectors, the exhibit will be shown in New York early in November.

Dining down-town

• Down on Thirteenth Street, just west of Sixth Avenue, there’s a long, peaceful block that has a charming little air of individuality. It quite evidently has traditions. And one of the oldest and best of these traditions is Vannini’s. The sign on the marquee says “Little Venice” (you find it at Number 126)—but the restaurant has always been run by one or more of the Vannini family. Its reputation was built up by the late Vannini père, and now it is kept up (Continued on page 44)



Times may change

Customs may vary. Style is never static. But the desire for quality remains inherent and intact.

Quality in Frank Brothers shoes is traditional . . . the beauty is built in, not added on.

The model shown—in brown suede, with brown alligator trim, or in black suede and black lizard.

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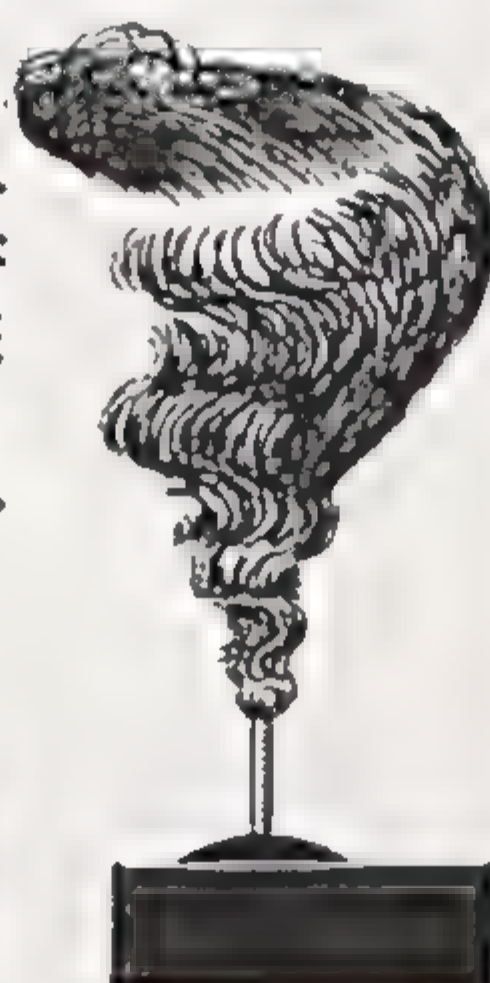
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SOCIETY

BIRTHS

NEW YORK

Waters—On July 7, to Mr. and Mrs. Norman D. Waters (Elaine Charlotte Lion), of Larchmont, New York, a son, Lion Sanford Waters.

Williams—On July 13, to Mr. and Mrs. Donald R. Williams (Elizabeth Peabody Winston), of Bernardsville, New Jersey, a son, Frederick Winston Williams.

DENVER

Adams—On July 8, to Mr. and Mrs. Clarence Adams, junior, a son.

FALL RIVER

Borden—On July 27, to Mr. and Mrs. Richard Borden (Elizabeth Bulkley McGinley), a daughter, Jane Atterbury Borden.

HOUSTON

Fauntleroy—On July 11, to Mr. and Mrs. Gaylord Fauntleroy (Bessie Parker Dunn), twins, Bessie Parker Fauntleroy and John Parker Fauntleroy.

Moore—On July 15, to Mr. and Mrs. Harold Moore (Martha Campbell Scott), a daughter, Joan Scott Moore.

KANSAS CITY

Knight—On July 22, to Dr. John Swann Knight and Mrs. Knight (Martha Callaway), a daughter, Joan Callaway Knight.

LINCOLN

Aitken—On July 1, to Mr. and Mrs. William Inglis Aitken (Helen Mary Cook), a daughter, Nancy Weir Aitken.

NEW HAVEN

Farrell—On July 4, to Mr. and Mrs. Franklin F. Farrell, third (Sally Gibson), a daughter, Sally Farrell.

PARKERSBURG, WEST VIRGINIA

Langfitt—On July 26, to Mr. and Mrs. Porter Langfitt (Betsy Neal), of Winnetka, Illinois, a daughter, Jane Porter Langfitt.

Price—On July 20, to Mr. and Mrs. George Price (Frances Owen), a son, George Owen Price.

POUGHKEEPSIE

Miller—On July 6, to Mr. and Mrs. John E. Miller (Katherine Sague), a daughter.

SYRACUSE

Jordan—On July 28, to Mr. and Mrs. Paul Jordan (Muriel Bradley), a daughter, Sarah Parker Jordan.

Kane—On July 16, to Mr. and Mrs. Howard W. Kane (Margaret Mahar), a daughter, Josephine Elizabeth Kane.

Wentworth—On July 16, to Mr. and Mrs. Walter Wentworth (Helen Goodrich), a daughter, Sarah Goodrich Wentworth.

WASHINGTON, D. C.

Raynsford—On July 13, to Lieutenant Robert Wayne Raynsford, U. S. A., and Mrs. Raynsford (Maud Marshall Mason), of Fort Monmouth, New Jersey, a son.

ENGAGEMENTS

NEW YORK

Gay - Burks—Miss Lucia Chapman Gay, daughter of Dr. Frederick Parker Gay and Mrs. Gay, of New York and "Hilldale," New Hartford, Connecticut, to Mr. Darnall Burks.

Mayer-Sheedy—Miss Kathleen Mayer, daughter of Mrs. E. Henry H. Simmons and the late John Mayer, to Mr. Bryan de Forest Sheedy, son of the late Dr. Bryan de Forest Sheedy and Mrs. Sheedy.

ENGAGEMENTS

BALTIMORE

Hillyer - Fletcher—Mrs. Virgil M. Hillyer, daughter of Mrs. William White, of Niles, Michigan, to Dr. Harold L. Fletcher, of San Francisco, California.

CINCINNATI

Danson-Mulhauser—Miss Ann Allen Danson, daughter of Mrs. Edward Bridge Danson, to Mr. Robert Mulhauser, son of the late Frederick Mulhauser and Mrs. Mulhauser.

Hoppe-Cartwright—Miss Rosemary Hoppe, daughter of the late Dr. Henry Herman Hoppe, to Mr. William Cartwright, son of the late William Y. Cartwright and Mrs. Cartwright.

Kidd-Elliott—Miss Charlotte Hopkins Kidd, daughter of Mr. and Mrs. Roberts B. Kidd, to Mr. John Miller Elliott, son of the late George A. Elliott and Mrs. Elliott.

Milnor-Smith—Miss Marion Pogue Milnor, daughter of Mr. and Mrs. Leonard Topping Milnor, to Mr. Stuart Hilton Smith.

Rapp-More—Miss Margaret Rapp, daughter of Mr. and Mrs. Walter Louis Rapp, to Mr. John Herron More, son of Mr. Louis Trenchard More.

Smith-Ault—Miss Dorothy Perin Smith, daughter of Mrs. F. Perin Smith and Mr. Harrison Smith, to Mr. Lee Addison Ault, third, son of Mrs. C. Wolcott Henry.

CLEVELAND

Alexander-McCarrens—Miss Constance Alexander, daughter of the late Henry M. Alexander and Mrs. Alexander, to Mr. Arthur Dennis McCarrens, son of Mr. and Mrs. John S. McCarrens.

Vail-Lavino—Miss Virginia Vail, daughter of the late George Ira Vail and Mrs. Vail, to Mr. Edward George Lavino, of Philadelphia, Pennsylvania, son of the late Mrs. Clayton G. Dixon and of the late Edward George Lavino.

CORONADO

Dresel - Wagner—Miss Marguerite Dresel, daughter of Commander Alger Hermann Dresel, U. S. N., and Mrs. Dresel, of Coronado, California, to Mr. John Aspinwall Wagner, son of Colonel Haden Walte Wagner and Mrs. Wagner, of Newburgh, New York.

DAYTON

Hubler-Escher—Miss Sarah Anne Hubler, daughter of Colonel Robert Louis Hubler and Mrs. Hubler, of Dayton, Ohio, to Mr. John Gleason Escher, son of Mr. and Mrs. Franklin Escher, of Englewood, New Jersey.

DETROIT

Hutchinson-Laurie—Miss Thayer Hutchinson, daughter of Mr. and Mrs. B. E. Hutchinson, of Detroit, Michigan, and Jamestown, Rhode Island, to Mr. William David Laurie, junior, son of Mr. and Mrs. William David Laurie, of Grosse Pointe, Michigan.

DOVER, DELAWARE

Behen-McKee—Miss Mary Gertrude Behen, daughter of Mr. and Mrs. James J. Behen, of Dover, to Mr. William Daniel McKee, son of Mr. and Mrs. William McKee, of Chestertown, Maryland.

LYNCHBURG

Adams-Hopkins—Miss Nancy Scott Adams, daughter of Mr. and Mrs. Charles Scott Adams, to Dr. Frank Read Hopkins, of Lynchburg, Virginia, son of Dr. Frank Hopkins and Mrs. Hopkins, of Hot Springs, Virginia.

(Continued on page 41)

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SOCIETY

ENGAGEMENTS

MONTCLAIR

De Golyer-Collins—Miss Virginia De Golyer to Dr. Gale Collins, of Indianapolis, Indiana.

Love-Nelson—Miss Betty Love, daughter of Dr. Leslie C. Love and Mrs. Love, to Mr. Francis A. Nelson, junior, son of Mr. and Mrs. Francis A. Nelson.

McKnight-Dill—Miss Elizabeth McKnight to Mr. James Gorman Dill, of Paterson, New Jersey.

Parsons-Ridgeway—Miss Emily F. Parsons, daughter of Mr. and Mrs. J. Lester Parsons, of Llewellyn Park, West Orange, New Jersey, to Mr. William Ridgeway, junior, son of the late William Ridgeway and Mrs. Ridgeway.

Patrick-Bryant—Miss Florence Margaret Patrick, daughter of Mr. and Mrs. John Jordon Patrick, to Mr. Augustus Hager Bryant, son of the late Mr. and Mrs. Augustus Hager Bryant.

NEW ORLEANS

Miller-Costley—Miss Margaret Miller, daughter of the late Charles Miller and Mrs. Miller, to Mr. Stanley Frederick Costley, son of Mr. and Mrs. Frank D. Costley.

Williams-Johnson—Miss Lucile Irwin Williams, daughter of Mr. and Mrs. Charles Seyburn Williams, to Mr. Alec Andrew Johnson, son of Mr. and Mrs. William Johnson.

RICHMOND, VIRGINIA

Grymes-Grinnan—Miss Sadie Wright Grymes, daughter of the late Mr. and Mrs. Peyton Grymes, to Mr. St. George Tucker Grinnan, junior, son of Dr. St. George Tucker Grinnan and Mrs. Grinnan.

SAINT LOUIS

Metcalf-Culver—Miss Jane Marshall Metcalf, daughter of Mr. and Mrs. David Douglas Metcalf, to Mr. Bertram Beach Culver, junior, son of Mr. and Mrs. Bertram Beach Culver.

SAN ANTONIO

Nolte-Menefee—Miss Eleanor Nolte, daughter of Mrs. Walter Nolte, to Mr. Thomas W. Menefee, junior, son of Mr. and Mrs. Thomas W. Menefee.

SPRINGFIELD

Kirkham-Hyde—Miss Marguerite Kirkham, daughter of Dr. William Barri Kirkham and Mrs. Kirkham, to Mr. Louis Cutler Hyde.

SYRACUSE

Lewis-Smith—Miss Jane Macklin Lewis, daughter of Mr. and Mrs. Floyd Henderson Lewis, of Syracuse, New York, to Mr. Osgood Ruell Smith, son of Dr. Burnett Smith and Mrs. Smith, of Skaneateles, New York.

Searl-Druehl—Miss Jane Elliot Searl, daughter of Mr. and Mrs. Clifford Howe Searl, of Fayetteville, New York, to Mr. Gordon Edward Druehl, son of Mr. and Mrs. Frederick Huntington Druehl, of Rochester, New York.

Wagner-Durston—Miss Louise Elizabeth Wagner, daughter of Mr. and Mrs. John L. Wagner, to Mr. Thomas MacDonald Durston, son of Mr. and Mrs. J. Franklin Durston.

UTICA

Cantwell-Pope—Miss Carol Cantwell, daughter of the late Mr. and Mrs. John Andrew Cantwell, to Mr. James Gross Pope, son of Mrs. Frank King Miller, of New York, and the late Charles Fairfield Pope.

WEDDINGS

NEW YORK

Duffey-Salmon—On July 18, in the chantry of Saint Thomas' Church, Mr. Harold Johnstone Duffey, junior, of Greenwood, Virginia, son of Mr. and Mrs. Harold Johnstone Duffey, of Middleburg, Virginia, and Miss Lois May Salmon, daughter of Mr. and Mrs. Walter Joseph Salmon, of New York.

Murray-Chase—On July 13, in Greenwich, Connecticut, Mr. William Buckley Murray and Miss Ilka Chase, daughter of Mrs. Richard Newton, of New York and Oyster Bay, Long Island.

Ripley-Sherry—On August 7, in the Church of the Heavenly Rest, Mr. Sidney Dillon Ripley, son of Mrs. Charles R. Scott and the late Sidney Dillon Ripley, and Miss Betsy Ann Sherry, daughter of Mr. Henry Sherry.

BOSTON

Coues-Davidson—On July 27, in Kansas City, Missouri, Mr. William Pearce Coues, junior, son of Dr. William Pearce Coues and Mrs. Coues, of Brookline, Massachusetts, and Prouts Neck, Maine, and Miss Mildred Claudine Davidson, daughter of Mr. and Mrs. Reginald H. Davidson, of Kansas City.

WEDDINGS

CHARLESTON, WEST VIRGINIA

Goldthorpe-Prentiss—On July 5, Mr. Theodore Goldthorpe, of Connecticut, and Mrs. Dorothy Welmer Prentiss, daughter of Mr. and Mrs. George C. Welmer.

DENVER

Davis-Newton—On July 10, Mr. Richard Marden Davis and Miss Nancy Newton, daughter of Mr. and Mrs. James Quigg Newton.

HOUSTON

Maffitt-Smith—On July 18, Mr. Thomas S. Maffitt, junior, son of Mr. and Mrs. Thomas S. Maffitt, of Saint Louis, Missouri, and Miss Rosalee Allen Smith, daughter of Mrs. Forest Bedford Smith.

Munson-Neuhaus—On June 29, in Saint Matthew's Church, in Sugar Hill, New Hampshire, Mr. Townsend Munson, son of Mr. and Mrs. George Sharp Munson, of Merion, Pennsylvania, and Miss Katherine Rice Neuhaus, daughter of Mr. and Mrs. Hugo Victor Neuhaus, of Houston, Texas.

NEW HAVEN

Whittemore-Robertson—On August 7, Mr. Franklin Hamilton Whittemore, son of Dr. Reed Whittemore and Mrs. Whittemore, and Miss Kathleen Robertson, daughter of Mr. and Mrs. Heaton R. Robertson.

NEW ORLEANS

Opitz-Meyers—On July 10, Mr. Werner Opitz, of Mexico, F. D., son of Mr. and Mrs. George Opitz, of Hanover, Germany, and Miss Anna May Meyers, daughter of the late Joseph Andrew Meyers and Mrs. Meyers.

RICHMOND, VIRGINIA

Nelson-Purcell—On July 16, in Saint Stephen's Episcopal Church, Dr. Charles Morris Nelson, son of the late Dr. Garnett Nelson and Mrs. Nelson, and Miss Charlotte Mercer Purcell, daughter of Mr. and Mrs. Thomas Williamson Purcell.

CLEVELAND

Disbro-Schneider—On June 26, Mr. Proctor Disbro, son of Mr. and Mrs. E. P. Disbro, and Miss Mary Schneider, daughter of Dr. Adolph B. Schneider and Mrs. Schneider.

Green-Judd—On June 22, Mr. Robert Thomas Green, son of the late Thomas Jefferson Green and Mrs. Green, of Shelby, Ohio, and Miss Ruth Elaine Judd, daughter of the late Bernard A. Judd and Mrs. Judd.

Kouwenhoven-Hayden—On June 22, Mr. John Atlee Kouwenhoven, son of Dr. John B. Kouwenhoven and Mrs. Kouwenhoven, of Yonkers, New York, and Miss Eleanor Warren Hayden, daughter of the late Warren Sherman Hayden and Mrs. Hayden.

Timken-Jackson—On June 13, Mr. William Robert Timken, son of Mr. and Mrs. H. H. Timken, of Canton, Ohio, and Miss Mary E. Jackson, daughter of the late Ward B. Jackson and Mrs. Jackson.

COLUMBIA, SOUTH CAROLINA

King-Davis—On June 15, Mr. George King, son of the late George King and Mrs. King, and Miss Anna Davis, daughter of the late Mr. and Mrs. R. Means Davis.

SAINT JOSEPH, MISSOURI

Burnes-Cox—On July 6, in Saint Joseph, Missouri, Mr. Calvin Carr Burnes, son of the late Lewis C. Burnes and Mrs. Burnes, and Miss Marjory Cox, daughter of Mr. and Mrs. Wiley O. Dillon Cox.

SAN FRANCISCO

Stewart-Weeks—On August 3, in the Stanford Memorial Chapel, Mr. Richard Stewart, son of Mrs. Clinton Stewart, of Los Angeles, California, and Miss Leone Weeks, daughter of Dr. Alanson Weeks and Mrs. Weeks, of San Francisco, California.

TAMPA

Sears-Donahoo—On July 6, Mr. Ernest Sears, son of Mr. M. W. Sears, and Miss Thelma Donahoo, daughter of the late J. H. Donahoo and Mrs. Donahoo.

UPPERVILLE

Keith-Burwell—On July 6, in Upperville, Virginia, Mr. Isham Keith, son of Mr. Julian C. Keith, of Warrenton, Virginia, and Miss Lucy Guy Burwell, daughter of the Reverend Edward Bouldin Burwell and Mrs. Burwell, of Upperville.

VANCOUVER, B. C.

Miner-Eaton—On July 18, in Boston, Massachusetts, Dr. John Walter Miner, son of Dr. Walter M. Miner and Mrs. Miner, of Calais, Maine, and Miss Virginia Louise Eaton, daughter of Mr. and Mrs. George Dudley Eaton, of Vancouver.



• Fuchsia velvet bows on a gown of deep blue faille

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Polo is the oldest stick and ball game in the world. It has been played for more than 2000 years. Its survival is due to its merits as a game; its late increase in popularity to the fact that it is no longer a game for only the very rich.

At Whitefield, New Hampshire, The White Mountain Polo Ranch trains youngsters in the fundamentals and niceties of the game during an eight weeks' course, which ends late in August. Then, until September 10, the Ranch remains open for transients and those who wish to play after the regular session. These last two weeks are crammed with games between local and visiting teams, and on Labor Day, Danvers, Massachusetts, will send a team to engage the Ranch Four. Interest is heightened by the presence of a great many guests from the nearby famous White Mountain resort hotels—Mountain View House is a mile and a half distant, The Waumbek, at Jefferson, five miles, and The Mount Washington Hotel, at Bretton Woods, fourteen miles.

WESTCHESTER

Briarcliff Lodge, an hour out of New York in Westchester County, has a full calendar of social and sports events planned for the autumn.

On Labor Day, the annual Briarcliff water carnival will take place in the outdoor lagoon on the Lodge estate, and on September ninth, the Briarcliff autumn amateur golf championship will open on the Lodge course. Alice Elizabeth Gasaway, literary critic and lecturer, will give a series of lectures on current books every Wednesday during September; and a series of concerts of chamber music is planned for the Sunday evenings of September and October. There is dining and dancing nightly in the outdoor colonnades overlooking the Hudson.

NEW YORK

Briarcliff Manor



The Briarcliff Lodge

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NEW YORK (Cont.)

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Send for Scandinavian tour booklet "Lands of Sunlit Nights." Swedish Travel Information Bureau, Dept. TD, 551 Fifth Avenue, New York.

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They spend as much on clothes—nearly. But they simply don't register. Their rhythm is six months off on a good floor. Their vocabulary creaks, and they don't know it. They take their guests to the place-before-last—and they've missed too many First Nights to matter.

Their friends who stayed in New York say, "Isn't it too bad about the So-and-So's. They date."

Could it possibly be that something of the sort is happening to you?

WHY NOT COME BACK TO TOWN?

You don't need to give up The Spreading Chestnut Tree—merely take on a bit of skyline as an adjunct. Apartment rents have shrunk, like everything else—but they're just about to reverse again. This is emphatically the time to act, if you want a place in town this winter. The undersigned will be glad to cooperate in finding precisely what you want.

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RENTING OFFICE
414 EAST 52nd STREET
Management
GRESHAM REALTY CO., INC.

VOGUE COVERS THE TOWN

(CONTINUED FROM PAGE 39)

by his sons. Henry, your host, has that passion for making his guests comfortable and happy that is the talent of the born restaurateur.

Although the spaghetti and the green noodles and the ravioli are done here in the best Italian manner, they do equally well by American standby specialties—juicy steaks, and such. Dinner costs only about a dollar and a quarter, and is delicious.

Selected

• It isn't just the old-timers who go to the Meadowbrook (this time, I'm talking about the restaurant in town), although the long-established reputation of the place rightly serves it in good stead. You see the gourmets of two generations lunching and dining there, and it is by no means surprising that they so often select this one out of the plethora of restaurants in the East Fifties. The little bar that welcomes you at the top of the stairs is gay and modern, but the big room beyond is still its comfortable, old-fashioned self. I hope it never changes! I like to sit at a corner table along the wall, and enjoy a leisurely lunch or dinner and watch what goes on. Here is a tray of apéritifs being hurried to one table, and to another the wagon with the vast array of delicious hors-d'œuvres. Caprices of the appetite are being indulged by the cold buffet—others by the preparation of a specialty of the day in a chafing-dish. Across the

room, a knowing maître d'hôtel is deftly preparing crêpes Suzette.

Don't go to the Meadowbrook for noisy entertainment; but do choose it for its pleasant atmosphere and the excellence of its cuisine.

Orchidaceous



• I notice that fresh flowers, when worn on an evening gown, look very smart when fastened at the waist or else in the centre of the décolletage.

For street wear, a single orchid without a vestige of ribbon or fern.

Did you know that orchids should always be worn with their faces up? Never turned down, for that way both the beauty and the scent are lost.

Random notes

• Every one is looking forward to the triumphant return of the De Marcos to the Persian Room of the Plaza in late September. . . . The Ambassador Garden has been one of the joys of the summer. With its leafy decorations and its tinkling fountain, it has proved a grateful retreat indeed. And it is air-conditioned to precisely the right degree. . . . I hear that the *Pilsudski*, which will make the voyage in new record time between New York and Gdynia, offers the most modern delights of ocean travel at an economical rate. This is

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VOGUE

WHERE?

HOW BIG?

HOW MUCH?

WHERE means a whole lot when you want a New York apartment—and the smartest locations are all apt to be reserved far in advance. . . . But sometimes there are tremendously desirable places to be snapped up—if you know your way around.

HOW BIG narrows the field. But occasionally the exact size and the precise spot click—if you're one of these perpetual *qui-vivists*.

HOW MUCH is a stickler for a lot of us—if we're fussy. But even this might iron itself out—under the proper auspices.

IF YOU'RE THINKING OF MOVING, why not write your specifications for the new place at the top of this ad, sign your name and address and mail it to

APARTMENT INFORMATION SERVICE

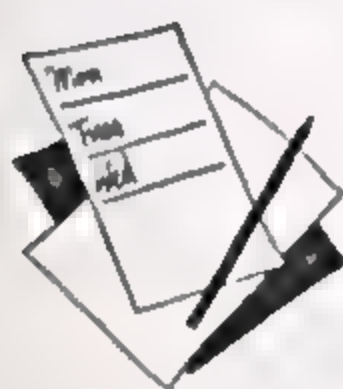
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VOGUE COVERS THE TOWN

(CONTINUED FROM PAGE 44)

the first transatlantic liner that Poland has built since the rebirth of the republic. . . . The lure of New Mexico at the end of August is explained by the Indian Ceremonial at Gallup. This is an American Indian celebration, for which the Hopi snake-dances furnish the high spot. . . . The Pendleton Round Up will come off about September 25. You haven't seen a Round Up until you've seen this one. . . . The big excitement out West in October is the deer hunt in the Kaibab National Forest. That's in Northern Arizona. It is not so cruel as it may sound, for otherwise the range would be so overstocked that the deer would die of starvation. . . . Susan Palmer knows what people like. Watch them gathering around the huge "board" down in her bar at 4 West Forty-Ninth Street. It's a complete cold buffet, and the guests may help themselves as much as they like to the delicious jellied soup, cold cuts, lobster, shrimp, and various fresh salad and vegetables. This is an idea that Mrs. Palmer herself translated from the Danish after her recent trip to Scandinavia. . . .

Calendar of dates



BOAT RACING
August 31—Seawanbaka Regatta and Stratford Shoal Night Race; Cold Spring Harbor Beach Club.
Portland-Monhegan cruising race; Maine.
August 31-September 2—Bamberger series for Stars; Seaside Park, New Jersey.

September 2—Labor Day Special Race; Cold Spring Harbor Beach Club.
September 10-14—Atlantic Coast championships; Moriches Bay, Long Island

GOLF TOURNAMENTS

August 29-September 2—Fairacre Challenge Cup; Hot Springs.
August 31-September 2—Men's and Women's Invitation; Selgnoy Club, Quebec.

September 2—Mason and Dixon Women's; White Sulphur Springs.
September 9-14—National Amateur; Cleveland.

HORSE-RACES

Until September 11—Naragansett Racing Association; Narragansett.
Until September 28—Detroit Racing Association; Detroit.

September 2-14—Queens County Jockey Club; Aqueduct, Long Island.

HORSE-SHOWS

August 31-September 1—May-u-Win; Newport.
September 2-3—Genesee Valley Breeders Association; Avon, New York.
September 2-3—Warrenton, Virginia.
September 6-7—Fairfax Hunt; Richmond, Virginia.

September 7—Elberon, New Jersey.
September 8—Soldiers and Sailors Club; Old Westbury, Long Island.
September 12-14—Middletown, New York.
September 12-14—Wissahickon.
September 14—Greenwich, Connecticut.

HUNT RACE-MEETS

September 7—Adjacent Hunts Racing Association; Greenwich, Connecticut.
September 14—Rockaway Steeplechase Association; Cedarhurst, Long Island.

POLO

Until September 15—Fleischmann Fields; Santa Barbara.
Greenbrier Polo Club; White Sulphur Springs.
Philadelphia Country Club; Philadelphia.
During September—National Open Championship; Meadow Brook Club, Westbury.

TENNIS TOURNAMENTS

August 29-September 8—National Championships; Forest Hills, Long Island.

DECORATORS' EXHIBIT

Until August 30—Decorator's Club Gallery; Squibb Building, 745 Fifth Avenue.

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Another duplex has a beamed living room 25x30, a charming library, game room, and terrace; nine rooms and four baths, \$5,000
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8 Rooms.....\$3200 to \$3700

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3-8-10 Rooms..\$1500 to \$3200

65 EAST 96th STREET

5-6-7 Rooms...\$1300 to \$2300

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excellent management.

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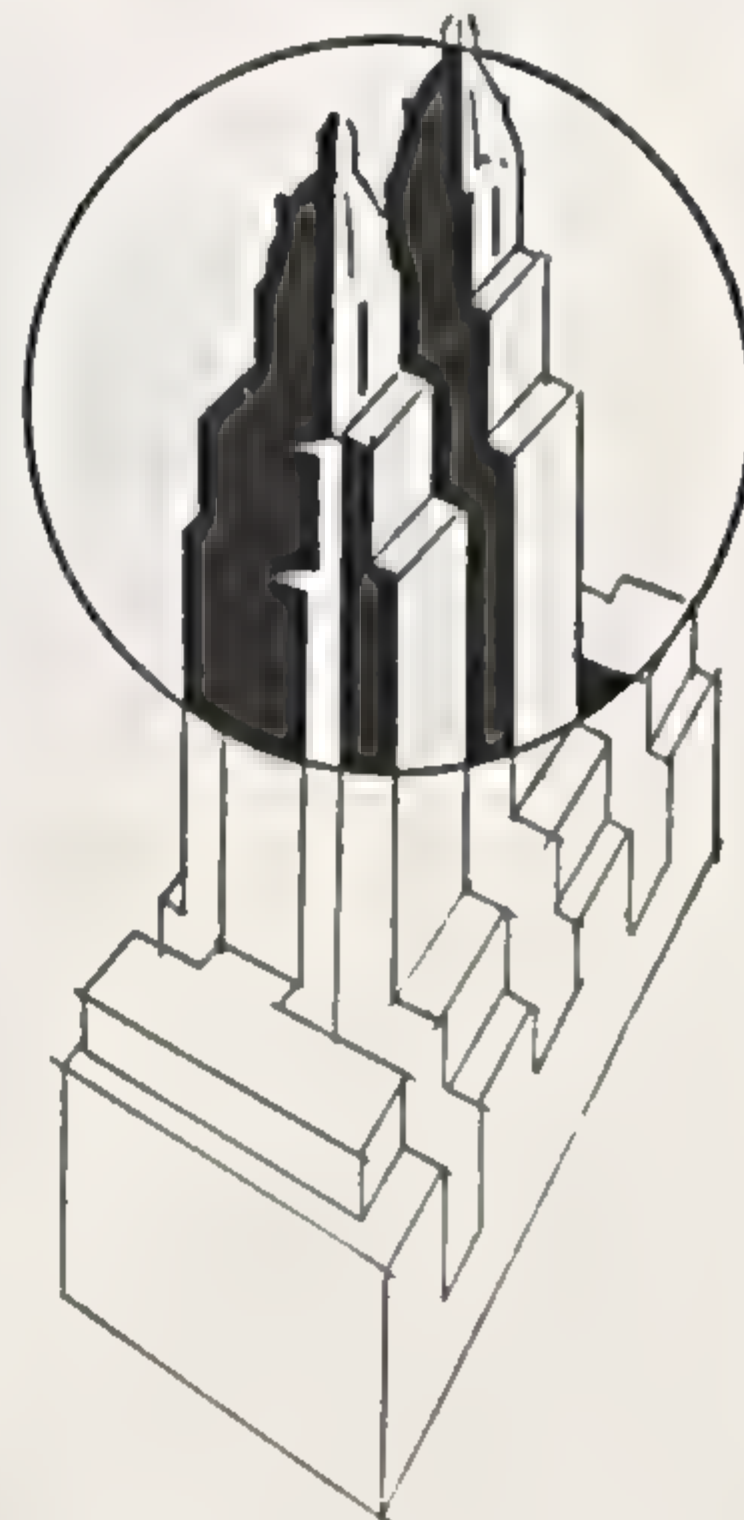


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VOGUE

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IS PUBLISHED TWICE A MONTH

SEPTEMBER 1, 1935

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ASIDE FROM BEING PRETTY DECORATIVE—PRINCESS SHERBATOW'S OUTFIT CHALKS UP AT LEAST FIVE REASONS FOR BEING IN THE PHOTOGRAPH BY HORST THAT MAKES THE CURRENT COVER. TO WIT: THE SOUTACHE BRAID EDGING THOSE DRUM-MAJOR TABS ON THE CREED SUIT; THE VERO-NESE-RED OF THE VELVETEEN JACKET—A SALUTE TO THE ITALIAN SPIRIT; THOSE SCHIAPARELLI STRINGS OF GIANT TOPAZES; THE DESCAT BROAD-TAIL FUR TOQUE; AND REVILLON'S BROADTAIL PILLOW-MUFF. SAKS-FIFTH AVENUE HAS THE SUIT AND HAT

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THERE ARE THREE VOGUES, AMERICAN, FRENCH, AND BRITISH
ALISON SETTLE-EDITOR OF BRITISH VOGUE - MICHEL DE BRUNHOFF-EDITOR OF FRENCH VOGUE
EDNA WOOLMAN CHASE -EDITOR-IN-CHIEF OF THE THREE VOGUES



FLEURS DE ROCAILLE PARFUM DE CARON PARIS

ROCK GARDEN FLOWERS PERFUME



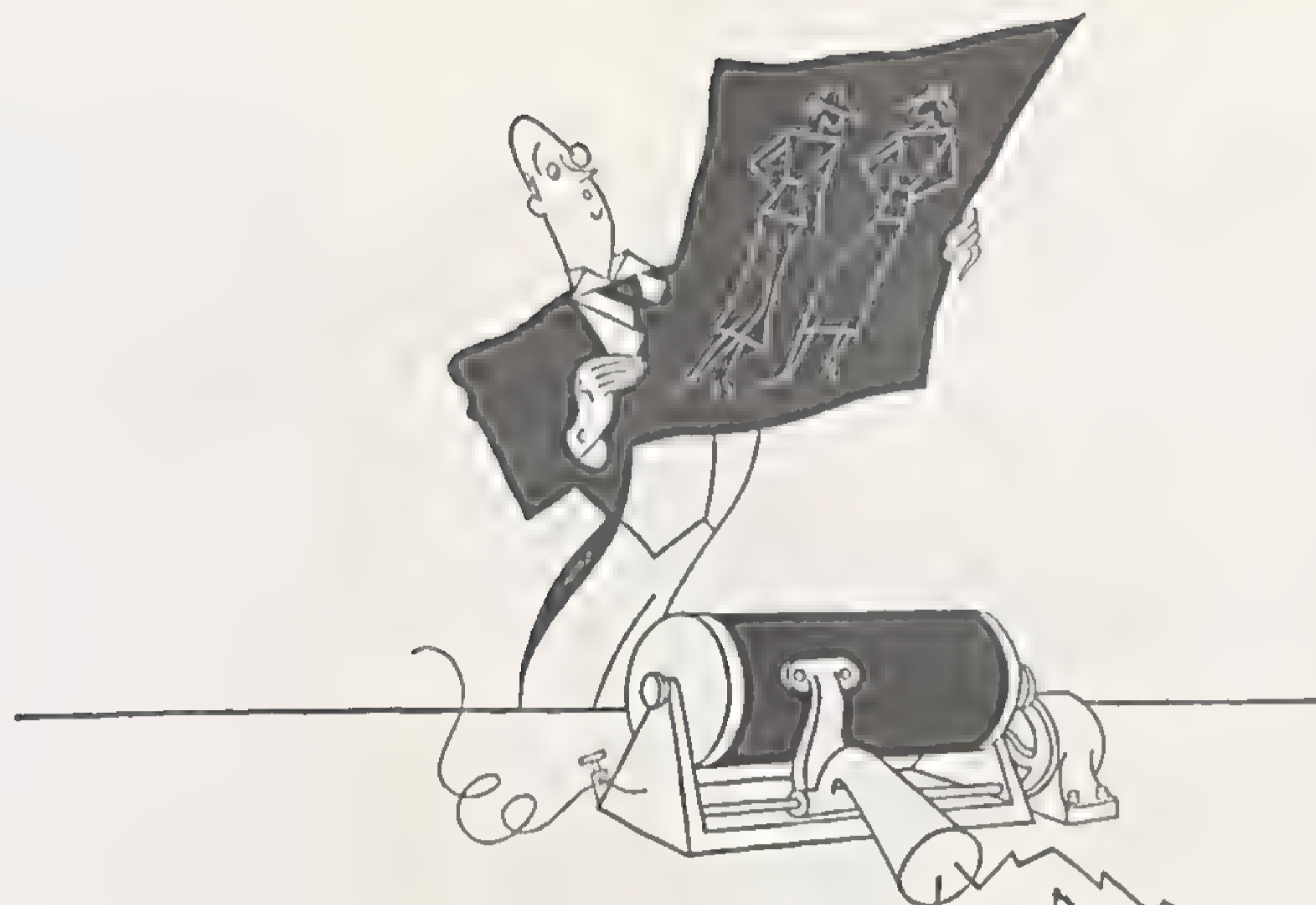
VOGUE'S-EYE VIEW OF THE MODE

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DRESSMAKERS ALL JOIN TRIUMPHAL PARADE
OF MILITARY MODE. REGIMENTS OF SUITS
MARCH THROUGH THE OPENINGS. PLUMED
HELMETS DECORATING LOVELY BROWS. FOR-
WARD MARCH WITH THE NEW SPIRIT OF '36



HORST, PARIS

Princess Sherbatow wears Piguet's wool suit, Agnès' black felt casque with red, white, and black coq plumes like the dashing cadet caps of Saint-Cyr, and Alexandrine's white suède gauntlets. (Imported by Saks-Fifth Avenue)



Paris is in a military mood. Europe is bristling with war scares. Royalist restorations, left-wing uprisings, corridor quarrels, and Abyssinian disputes are getting on every one's mind. Consciously or unconsciously, the fever has slipped into the dressmaking brains. Militarism clamours throughout the Paris collections.

The fiery Schiaparelli calls out a battalion of martial ideas: Garde Républicaine silver-fox tails sweeping over helmet crests; fists thrust into huge silver-fox gauntlets. Gold francs button suits. Royalist purple, revolutionary red, blue, and black are the great colour-powers of the day. A new fabric is like the stuff uniforms are made of—a thick wool called horseguards' cloth. Shirred breastplates put a brave front on evening dresses; crowns and cocks are printed on blouses. There are padlocked buckles, knapsack pockets, jodhpur boots that almost cover the anklets, and hair-nets that discipline flying locks. Epaulets broaden shoulders, and cordons of braid, brandenburgs, and frogs equip almost all chests—not only at Schiaparelli, but at Lelong, Patou, Paquin, Lanvin, Worth, and every other camp.

Even Vionnet, queen of femininity, has sharpened her lines. Throughout her collection, shoulders are unexpectedly more aggressive. She marshals upstanding military collars, files of brass buttons, wide red or gold belts, long military wool or astrakhan day capes, and one loudly applauded day dress with a two-yard Persian lamb scarf cross the chest like a ribbon of honour.

Regiments of strict fitted suits file by—black or blue, single- or double-breasted, collared with velvet or astrakhan, braid-bound or frog-trimmed. Mainbocher volunteers two new types: one definitely Louis XIV., with skirt and jacket flipping into sharp flares at the rear; the other a double-breasted drummer-boy jacket with a short cape slung over one shoulder, to be worn with silly drummer-boy pill-box hats. There are cord-tucked shoulders like epaulets, and rope belts at Maggy Rouff's; velvet frogs and galloons of soutache at Rochas'; and even a drum muff on a neck cord. Bars of self-fabric fall in line on Paquin chests, and beautiful Persian lamb frogs on Lelong's. There is, in fact, a profusion of Persian lamb—Worth is enlisting it for pockets and collars, Creed is binding edges with it, Molyneux is making an entire Persian lamb back and sleeves on a smart flared jacket.

There are regiments of capes, too; day ones of wool or Persian lamb, like Lanvin's hip-length Persian lamb model, or Lelong's cape, flung toga-like over the shoulder, or Alix's black wool full-length cape folded back off the shoulders. Evening capes are either rigidly military, like Louise-boulanger's red velvet one lined in beige wool; or softly draped, like Jodelle's majestic purple velvet or molten gold lamé. And two unforgettable fur ones are a long Hamlet cape of Hudson seal at Chanel's, and Molyneux's luxury of luxuries—a floor-length silver-fox cape worth a prince's ransom.

Boot-lacing is Molyneux's new hook-up; velvet or fabric shoe-strings lacing the neck, the hip-line, or the fronts of dresses. He has lowered his waists noticeably, but elsewhere waists are at (Continued on page 128)



MILITARY—1: Schiaparelli's helmeted warrior (on page 51) is plumed and gauntleted with silver fox

2: Chanel's black wool dress with a high piqué collar

3: Lelong's two-piece wool dress with silk braiding

4: Schiaparelli's black woollen suit with Persian lamb

5: Schiaparelli's cloqué dress with soutache trimming

6: Lelong's black wool coat with Persian lamb frogs, sleeves, collar, and banding. Agnès' high shako hat

DRAPERY—7: Patou's crêpe dress shirred into braid

8: Lanvin's crêpe dress trimmed with lamé, the drapery looped in Oriental style between the feet

9: Schiaparelli's crêpe dress over bright narrow pants

10: Worth's Dubonnet velvet dress with hip-line drapery and off-side décolletage forming one brief sleeve

11: Lelong's gown with shirring and floating panels

PERSIAN LAMB—12: Molyneux's black wool cape-ensemble with tuxedo revers made of Persian lamb

13: Molyneux's jacket-dress with jacket-back, sleeves, and hem of Persian lamb; the rest made of black wool

14: Worth's black wool suit with fur collar and band

15: Schiaparelli's ink-blue wool suit—trimming, muff, bag, and one pocket edge all of Persian lamb

16: Lanvin's black wool suit with fur closing, gauntlet cuffs, and a muff and a shirred green velvet blouse

CAPES—17: Lelong's wool cape with Persian lamb

18: Schiaparelli's nutria yoke on brown antelope

19: Lanvin's flaring Persian lamb cape with a scarf collar

20: Lanvin's hooded cape of orange lamé and black crêpe

21: Molyneux's long black velvet cape, with its split fronts forming two scarfs that can hang or tie in a bow



DRAPERY

MILITARY



CAPES

PERSIAN LAMB

FLORENTINE

FLORENTINE—22: Marcel Rochas' long, majestic wrap of royal-purple velvet, with huge Renaissance sleeves stopping midway on the forearm and with white braid scrolled across the front in a yoke that looks like the fine old Spencerian school of handwriting
23: Maggy Rouff's black velvet Florentine gown—very mediaeval in its revealing dropped-shoulder neck-line, long fitted sleeves, and close-fitting, sweeping lines. Narrow satin strings are tied in back at the hip-line

R. DE LAVERERIE



Schiaparelli tops a black wool skirt with a brisk jacket of light brown horseguards' cloth, bravely decorated with black wool fringe, pompons, and one knapsack pocket. Imported by Bergdorf Goodman and by Ransohoffs



HORST, PARIS

Schiaparelli—militaristic in a suit of black horseguards' cloth with wool fringe epaulets and cuffs, a parade of buttons, and a velvet hood collar; Bergdorf Goodman. The lady wears her hair in a coarse net under the disk hat

MARTIAL

- Persian lamb, used like braid, files down the front and makes the buttons on the guardsman's jacket of Creed's green wool suit (left). There is, astonishingly, a pink velveteen blouse. Talbot's "Postillon" hat has a cockade and is, of all things, collapsible, so that you can tuck it nonchalantly under your arm
- Very French Revolutionary—the costume in the photograph at the lower left. First, Agnès' off-the-face tricorne, made all of black antelope and tied in a bow-knot. Then the shining silver buttons on Jodelle's black wool dress. And finally, Alexandrine's white doeskin gauntlets (from Saks-Fifth Avenue)
- Hussar—in the middle costume, below. There's Agnès' black astrakhan shako, its red ornament roped by black branden-burgs. More brandenburgs fasten the breitschwantz yoke on Jodelle's wool coat



TALBOT HAT (KNOX) • CREED SUIT (BEST)



AGNÈS HAT (LILLY DACHÉ) • JODELLE DRESS



AGNÈS HAT (BONWIT TELLER)

REGALIA

• There's a new force in the air—the spirit of 1936, militaristic and stirring. Look at the costume below. An ostrich panache—off the helmet of some crack dragoon regiment—rears high on Talbot's sleek hatter's plush casque. And Paquin's vigorous coat of black wool, with forceful shoulders and a chest decorated with files of fabric cordons, has a military, upstanding collar, complete with a masculine starched band. To soften it all—Talbot's satin gloves (from Bergdorf Goodman) and a swash of Mauboussin diamonds

• At the right is another of the dress uniforms that marched through Creed's collection. The soldierly chest of this black one is plastered with braid decorations; a Persian lamb collar holds your chin up; and red braid makes the sash. Note Talbot's reversed cadet's cap, and the gauntlet (both from Jay-Thorp)



HORST, PARIS

TALBOT HAT AND CREED SUIT (JAY-THORPE)



TALBOT HAT (BERGDORF GOODMAN) • PAQUIN COAT



Brand

VIONNET
AGNES

PHOTO-RADIO FROM VIONNET'S COLLECTION



- Good news travels fast. The black wool cape, opposite, has a victorious swing and generalissimo revers of Persian lamb; and the black wool dress, a high collar, red belt, brass buttons; Hattie Carnegie; I. Magnin. Agnès' hat
- You think it's a coat on this page? No! It's a black wool dress, with one long magnificently cut Persian lamb scarf belted firmly around your waist to keep you and your pride warm when the wind blows; Altman. Talbot hat



• Rochas' newest silhouette, in a black wool suit with Sousa-like velvet frogging and piping. The jacket has huge sleeves; the dress, a Spanish red suède belt; Salon de Couture, Bonwit Teller. Maria Guy hat; Bendel

MARCEL ROCHAS:



FANCY-WORK

- The new school of fancy-work—Rochas' pinked grège felt with stitching on the flaps of this black wool suit; Wanamaker. Maria Guy hat; Bendel. Embroidery on the velvet lapels, belt, and cuffs of the black wool tailleur



SALON MODERNE, SAKS-FIFTH AVENUE

CHANEL: WEARABLE AS EVER



HATTIE CARNEGIE



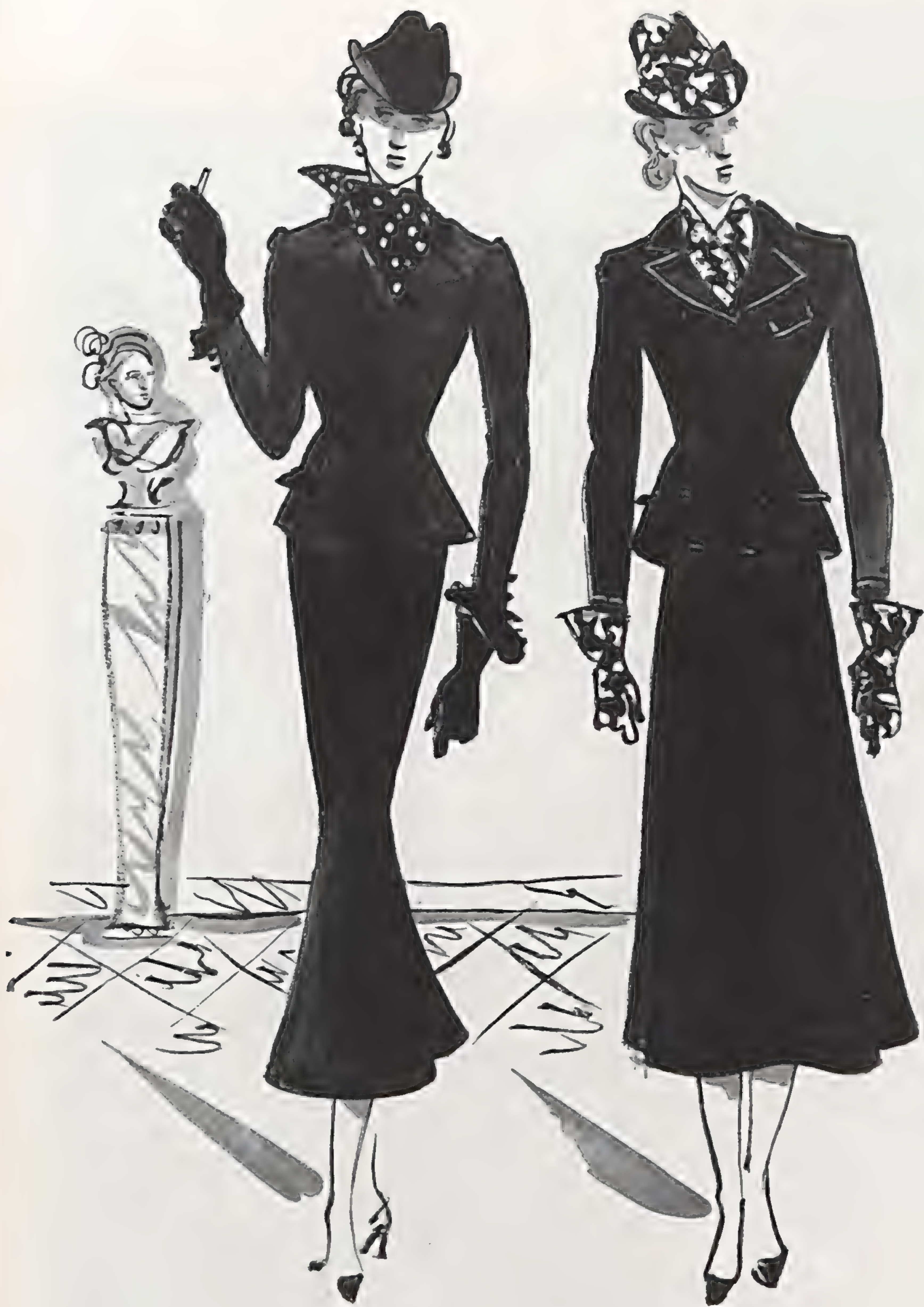
HORST, PARIS

DRESS AND HAT FROM MILGRIM

Shorter — trimmer — black: three new Chanel rules carried out in the two-piece jersey dress (far left) with a white albene rayon tie

A diagonal skirt closing forms front pockets on a black-and-white tweed dress with a rippling collar over a ribbed rayon dicky

Frills and glittering rhinestone racquets on an afternoon dress of black satin with irregular ridges. All three hats are Chanel's, too



Talbot's felt hat -
"Postillon" - can
be tucked under your
arm (Wanamaker)

Black! Throughout the Creed
Collection - in tailcoats like this (left),
with a flared jacket and velvet Chesterfield collar.
And black broadcloth in a Busvine
suit, with a braided, flared jacket
and a short, flared skirt
(Fortnum and Mason)





Schiaparelli's new silhouette -
rigid shoulders, neat waist,
brief skirt, surprising colours.
Wool jacket and skirt;
silk blouse. And a nose-diving
feathered hat.
Bonwit Teller

Biland



MOLYNEUX'S inspired collection shows the new opulence, in costumes like this—a great Cardinal Richelieu cape made of velvet flung over a shirred dress of Colcombet's Cellophane velvet; Jay-Thorp^e



MAGGY ROUFF slings almost a bolt of blue velvet over one shoulder, a length in wine colour over the other, and lets them fall in sweeping draped folds almost to the floor, interrupted by a twisted girdle; Milgrim



MAINBOCHER (STEIN AND BLAINE)

ONE MAGNIFICENT GESTURE

GESTURE; a motion of the body expressive of some idea or emotion. You make a thousand gestures a day; some of them futile, some subtle, most of them merely humdrum. What your ego needs is one magnificent gesture every so often to lift you to a plane of superiority.

History is full of magnificent gestures—Cleopatra putting an asp to her bosom, Duse lifting her hand, Nero fiddling, Lady Godiva riding through the streets of Coventry, Marie Antoinette throwing away a kingdom for a diamond necklace—and the further away they are, the more magnificent they become. For you, it might mean buying a sable coat, or getting a quick Mexican divorce, or dropping your eyelids at just the right moment. It all depends upon the time, the circumstance, and the individual.

The extravagant sable coat type of gesture is the most tangible, the easiest to recognize, and the most lasting in its effect. The first great moment of exhilaration is repeated, in a lesser degree, each time the object is displayed. It might be a beautiful jewel that catches the light; it might be a bottle of outrageously expensive perfume that convinces you that you have not lost your glamour; or a new motor-car that rolls out miles in easy luxury; or a new house which magnifies your feeling for possessions; or a work of art that establishes you as a person of taste—anything that reassures you of your ultimate importance in a very crowded world.

It is primarily a matter of change—not the even monotonous change that goes on inevitably every day of your life, but a sudden unexpected change that jolts you out of a feeling of mediocrity. England made the magnificent gesture of the century with the Jubilee which lifted the whole nation into the realms of grandeur. France, with her Italian Exhibition, made a brilliant gesture that reawakened the Renaissance feeling for lavish clothes, lavish

jewels, and lavish decoration, and started a new and exciting fashion trend. And these gestures were all the more inspired for coming after monotonous years of meager ones.

No country or individual can thrive for long on unbroken caution. There has to be some punctuation, some lifting gesture to keep away the inertia that comes from an even existence, no matter how pleasant. And there can be no hard and fast rules for these gestures. They must be personal, spontaneous, and not held down by any sense of caution; they must be extravagant in money, emotion, beauty or whatever is involved. Why wait for some outside circumstance to bring this break to you, when it is so completely satisfactory to make your own magnificent gestures?

Don't be meager with yourself. If you have been careful and thrifty all of your life and suddenly inherit any money, buy at least one luxury that you have coveted—one thing that will make your heart pound with excitement, that will convince you that you are capable of largesse. If you are rich and spoiled and satiated, the gesture might be unselfish—by being lavish with others, such as the man who tips a head-waiter for a table he would get anyway (than which nothing is more elevating to the ego). If you are timid and gentle and lonely, the simple effort of making a friend might assume magnificent proportions.

However, behind most magnificent gestures there lurks extravagance; an extravagance that should not be rated as a weakness, but as a golden virtue. The grimmest Puritan can give away his dearest possession to some one else, but only a gracious woman, who is unafraid of her after-thoughts, can be generous to herself; generous in one of those splashing, exquisitely satisfying gestures that are, in their very simplicity, magnificent.

You may not make history with your gestures—although there will always be Charlotte Cordays who live in posterity for their one magnificent gesture—but be a little spendthrift with your money and emotions! Life is fun if you know how to live it.



MAINBOCHER wraps the skirt to the left and the bodice to the right in the slim off-side column of vivid green over on the opposite page. The swathing of heavily ridged satin-faced crêpe begins with one short left sleeve and ends in a train, as narrow as a pheasant's tail. The bulky clip that holds the drapery at the neck is of multi-coloured jewels



BENDEL; RANSOHOFFS

SHINE IN LAMÉ

- Lamé like molten gold is the fabulous fabric of the dress at the left. Look twice at the shirred neck, jewelled belt, trouser-like skirt, and the hooded russet duvetine cape. Shoes from Vanity. Both pages: jewels; T. Azeez; décor; Robert Hiden

- Bold silver stripes on emerald-green chiffon — the spectacular fabric of the first dress opposite, with soft, flattering drapery
- Crinkle crêpe, silver shot, sparkles in the peplum dress. Winkelman silver kid sandals. Coiffures by Emile



STEICHEN

(LEFT) BONWIT TELLER • (RIGHT) HATTIE CARNEGIE; I. MAGNIN



STEICHEN

Mrs. William Wetmore's green wool box-coat is bound with the green velveteen of her dress. Suit, hat, and Koret bag from Jay-Thorpe

THIS BOARDING-SCHOOL BUSINESS

THIS is the time of year when little groups of parents begin to foregather and talk all at once, when mothers of girls begin to have a harassed look, and fathers wear a dazed expression. They are asking each other a question of the greatest importance in the lives of their young: Shall we send our daughter to boarding-school? And, if so, to which school?

And every year, mothers and fathers go in for research on the subject. They leave their families, their clubs, their friends, their businesses, to travel all over the country; they talk to countless headmistresses, they read dozens of illustrated catalogues, and they plead for advice from other mothers and fathers.

Sometimes they reach a rational conclusion; but, very often, the strain begins to tell at the fourth or fifth school, and utter confusion sets in. The fact that the best schools are, so to speak, conservatively progressive, and consequently without any startling educational news, helps this confusion. But, although the choice of schools is difficult, the decision that must preface it is worse—shall we send our daughter away to school at all?

The following information is offered to these bewildered parents, as a possible aid in their hour of educational fog, and with the assurance that it has been culled from reliable sources of all kinds—schools, parents, teachers, and boarding-school girls themselves.

MOST girls should go to boarding-school. Some need the physical advantages; regular hours, supervised diet, regimented lives—days that begin at seven and end at ten, with all their activities concentrated on one spot. There's no rushing from one place to another—from home to school, from movies to music lesson, from riding class to dancing class, nor is there any question of too much candy, or not enough exercise, or too many late hours. And the cigarette problem vanishes.

Some need the character-building advantages; the girl who is emotionally awash at home, because of an uncomprehending or perhaps a too-tolerant family, is sure to be improved by boarding-school, where every one has the same problems and privileges, and nobody has time for the luxury of emotionalism. Some need to widen their circle of friends, some to get a fresh point of view, some to be made to stand on their own feet, and some to be knocked down a peg or two. There are very few maladjustments of the average girl that boarding-school can't straighten out, very few gaps it can't fill in—and very few average girls who won't like it.

Perhaps the greatest advantage of boarding-school is the most obvious one, and that most rooted in tradition—the constant companionship of other girls. This doesn't

mean, of course, that there is never a moment of privacy; if a girl wants to be alone, she can go off by herself—but hardly any one ever wants to. This constant companionship, under all kinds of circumstances, is one of the most important factors in a girl's life, because it gives her her friends—permanent, enduring friends, friends from all over the country. Money, clothes, position mean very little in these friendships; sportsmanship, kindness, and consideration for others mean a great deal.

ON the physical side, the advantages of boarding-school are many. Unsupervised dieting (which is most prevalent just before the holidays) is tabu; a girl who is caught hiding her food under her baked potato-skin is not only squelched, but often threatened with expulsion. In the best schools, the girls use little or no make-up. But they keep up appearances; practically every one keeps her hair and finger-nails looking decent, her shoes cleaned, and the more obvious holes in her apparel mended. The greatest emphasis is laid on being well scrubbed and well groomed; chi-chi, or ostentation in any form, is impractical and frowned upon. But school is unsurpassed as a place for trying out new hair arrangements, because you can be quite sure of getting people's honest opinions.

Homesickness is either disregarded or regarded with amused tolerance while it lasts. (After all, every old girl was a new girl once, although she doesn't like to be reminded of it.) If it lasts for an unjustifiably long time, the moping new girl speedily finds that nobody pities her but herself—and there's nothing like a blow to one's pride for banishing homesickness. Anyway, no new girl has ever been as homesick as her distant (and agonized) mother thought she was.

Most schools go in for some form of hazing, fagging, or squelching, usually during initiations, and always dictated by tradition. None of it is vicious, and its intensity is varied according to the meekness or insolence of the victim. It usually consists of running errands, drawing baths, changing Victrola records, picking things up, and wiping that smile off your face when you're told to. This is all good for the character, and old girls judge a new girl's calibre from the way she takes it. She can always sustain herself with the thought that in two or three years, *she* will be supervising five or six new girls while they clean *her* shoes; *she* will be waited on and addressed as "Miss." It's a sustaining thought.

To-day, the girl who is popular and influential at boarding-school must live up to some, at least, of the following requirements. She must be a good sport, and, if possible, good at athletics; (Continued on page 122)



Sturdy Welsh Corgis

Canine Chic

EVERY dog has his day—and to-day is the day for these six supremely smart breeds

- The Welsh Corgis, at the top of the page, are brand-new to America. Their dauntless, foxy little heads and white shirt-fronts are gallant, amusing, and terribly chic. From Mrs. Lewis Roesler's kennels
- Remember your aunt's dog-cart, with the black-and-white Dalmatian running behind the horses' heels? Dalmatians are popular again. Owner, Mrs. L. W. Bonney
- For sheer beauty of line, Afghan Hounds are winners. The pair below, with their rangy length and shaggy coats, are enchanting. Owner Mrs. Phillip Conné
- The Brussels Griffon, from the same kennels, is diminutive in size, but overwhelming in dignity and whiskers
- The wisest Bedlington can achieve an air of lamblike innocence, particularly beguiling with his racily built body and aristocratic head. Owner, Mrs. Anthony Neary
- One French poodle is smart; two are superlatively so. This pair has that unmistakable air that marks them as sophisticated cosmopolitans. Owner, Mrs. Sherman Hoyt



Mossy Afghan Hounds

vati



*Dalmation Study
in black and white*



*Hauteurs from
Brussels*



*The naïve
Bedlington*



*Two
Distinguished
Poodles*



SUIT FROM GERVAIS AND FROM MARTHA WEATHERED

BRIGHT WOOLS

- Above: a suit with the verve of the first autumn days. Hair-flecked tweed, cut into a neat skirt; a jacket you haven't seen before—square and bulky through the shoulders, nipped into a waist you can almost span with your hands, and clipped with leather. The blouse and hat are of velvet
- Opposite: the perfect town costume, a blend of casualness and formality. The ribbed wool coat, splurging out in back and collared with black fox, is cut off three-quarters length to show the simple wool dress underneath



COAT AND DRESS FROM ROSE AMADO AND FROM I. MAGNIN



BRUEHL-BOURGES' PHOTO

CONDÉ NAST ENGRAVING

- Toed northwest (slanting up and right): Nancy Haggerty's brown suède-and-calf street pump, high tongued; an alligator pump in dark red (Bergdorf Goodman); Delman's navy-blue suède pump, with tiny pleating; Delman's reversed calf golf shoe, punched here and there; a brown suède street pump, buckled dead centre (Saks-Fifth Avenue); a russet calf and suède Oxford (Bendel); Palter Deliso's suède step-in pump, with the new transition heel—medium low (Bonwit Teller)
- Pointing south (left to right): Slater's dark green suède and calfskin pump; Delman's afternoon shoe, with wine-red kid arched over stitched suède; Laird Schober's low-heeled grey suède sports shoe; Laird Schober's square-toed alligator sports shoe (Lord and Taylor); La Valle's navy-blue lizard and suède street pump (Saks-Fifth Avenue); Laird Schober's country shoe of blue suède and red calf—a new colour union—, fastened with leather (Lord and Taylor); a wine-red suède sandal, perforated and low-heeled (from J. and J. Slater)
- Background (upper left): three skins of crocodile; (lower right), skins of fine kid and suède

NEWS IN LEATHER

• Colour in leather doesn't stop at your shoes, this year. It mounts to your bag and your gloves. If you match all of your accessories (including your stockings), you invite monotony—the problem is how to combine contrasting colours. With dark green stockings, you might wear grey shoes, a grey coat, green gloves, a grey bag. With dark red stockings, try deep, dark blue shoes, blue gloves, a red bag

• The blue calf bag (right) zips across the top; Saks-Fifth Avenue

• Red shoes on your feet, red bag in hand, such as the crocodile envelope bag (far right); Wanamaker

• (Centre): crocodile, again, in a travelling-case bag; Altman

• (Lower left) Koret's stitched red suède bag; Bonwit Teller

• Just below it, a dull green suède envelope bag, to match the green gloves below; Lord and Taylor

• (Far right), Nat Lewis' green suède bag, squat and pouchy; Best

• Bienen-Davis' red suède bag, to match your shoes; Milgrim



• Left to right: Fownes' short swagger pigskin gloves; McCutcheon

• With russet shoes—Hindu-rust capeskin gloves; Saks-Fifth Avenue

• Short ox-blood capeskin gloves, for autumn wools; Bonwit Teller

• Ariswan caramel coloured doeskin gloves; from Altman

• Kislay doeskin slip-ons; Best

• Edelweiss dull green suède pull-ons, to match the green bag that's shown above; Lord and Taylor

• Old gold chamois gloves, split and linked with wood; Best

• Red suède pull-ons; Mark Cross

• Proper-McCallum's green and red silk stockings; Bonwit Teller



American

- Back to town again. Everything seems new and different and exciting—most of all these autumn clothes by young American designers
- At the left, the Persian Room at the Plaza is worthy of the tawny, beige satin frock, with a huge, shirred plastron to give the new draped lines, and front skirt fulness; Saks-Fifth Avenue
- The green-and-gold gown, with its draped back (centre, opposite), is a brilliant example of the importance of beautiful fabrics; Jay-Thorpe
- A dinner-dress of distinction, of hunter's-green crêpe de Chine (third, opposite), accents its simplicity by a scarf draped around your shoulders and a jewelled buckle at the waist-line. Bendel has it

- The first wool dress in the group below, beltless and with a circular skirt, has a hip-length jacket, outlined with Persian lamb. The big, loose armholes give you a silhouette that is typical of autumn. This model is in black; from Bergdorf Goodman
- Green again—notice how often you see it?—this time in a daytime frock of soft wool, smartly fastened with leather frogs (centre, below). Perfect later, under a fur coat. From Saks-Fifth Avenue
- For the first frosty days, the black wool suit at the right, below, has its own cape, lined with Hudson seal and reversible. Wear it with one of the new autumn berets. You will never have anything smarter or more practical. Bergdorf Goodman has this suit





NYHOLM

MODERN MIRRORS REFLECT CLASSIC BEAUTY AND ADD LIGHT AND BRILLIANCY IN THE ROOM OF TO-DAY

Autumn Days New Ways

FOLLOWING the growing tendency to own things rather than stocks, a friend of mine acquired a house. This was a perfectly natural thing to do, and in view of the transitory habits of stocks, these days, a wise thing. It meant several months of adding to an already rather scattered collection of possessions, hitching them all together with paints, fabrics, and wall-papers. But after this laudable beginning, the project grew to staggering proportions. After three months, the house was perfect; just enough furniture was placed, and the rooms were pleasant and livable. Three months more, however, saw further additions; papers appeared in room after room with more variety than logic; the curtains grew fringes, and the ceilings, chandeliers. Each room blossomed with irresistible chintzes, satins, and tufting, until a tour of inspection left one with the exhaustion usually provided only by an evening at the circus. My friend had become in a short year, a glutton for decoration, rather than the gourmet she had hoped to be, and her house resembled, as some one said, a rather overdressed Capital Sin.

As a prelude to a review of the autumn trends in decoration, this tale is not without its moral, for we find a vast and tempting array of new fabrics, papers, and accessories that will quickly lead to excesses unless tempered by simple backgrounds and a great restraint in the number of objects allowed each room. The two opposing schools of decoration, the Great Baroque and the Starkly Simple, seem to have met at last. It is a day when anything is possible, and on almost any scale of expenditure. You will meet baroque carvings framing the doorways of otherwise modern rooms, and very modern plaster masks covering the lights on old panelled walls. And in much modern furniture, a second glance will show its eighteenth-century inspiration. While this may not herald the beginning of a very great period of decoration, it does bring a refreshing comfort into the over-austere rooms of recent years, with their insistence upon purely functional forms. And for those who insist that our rooms express, as it has so often been put, our Restless Modern Life, perhaps this pleasant confusion is the perfect answer.

One of the most beautiful of recent rooms is the dining-room shown on the opposite page. Designed by Elsie de Wolfe, Inc. (Mrs. Joshua Cosden, associate), for Madame Frances, it fuses most successfully the old and the new. It is a spacious room, full of the subdued glitter of mirrored and moulded glass and the beautiful dim colour of a painted Chinese paper. The mantelpiece, faced

with mirror from the floor to the high mirrored cornice, at once dominates the room, reflecting the delicate trceries of Chippendale chairs and the tall silver-studded screen of white suède. From behind the cornice and the moulded glass window-frame, the room is softly and indirectly illuminated. The mirrored, glass-framed niche is lighted in this same manner, and the unusual mirrored wainscot is topped by the same moulded glass that frames the doors and windows. Chinese figurines and vases repeat the dull reds and yellows of the paper, and a collection of historic Georgian silver adds its high lights. It is a dramatically simple room without the austerity that so often results when simplicity is made an end in itself.

The decorators have come forth with a number of enlivening ideas. Thedlow has just completed a room panelled in pale pine to which have been added white curtains, crystal accessories, and, surprisingly effectively, notes of black, giving the modern touch to a background that is definitely of the eighteenth century. In another room, darkish grey walls almost the colour of slate have been given the contrast of peach-pink curtains of voile with a darker pink stripe. Rough silk fabrics in the same pink cover the furniture. This use of pink is another coincidence from the Paris season, where much of it was used in the accessories of decoration. Décor, too, has recently used a pale grey-pink wall in a room hung with fuchsia taffeta curtains and fitted with pickled pine furniture and woodwork. Thedlow is also reviving the combination of blue and green so long neglected. In a room with soft blue walls, the furniture is covered with blue taffeta in the same shade, and, on the beds, a chintz with blue and green leaves on a white ground has been effectively placed.

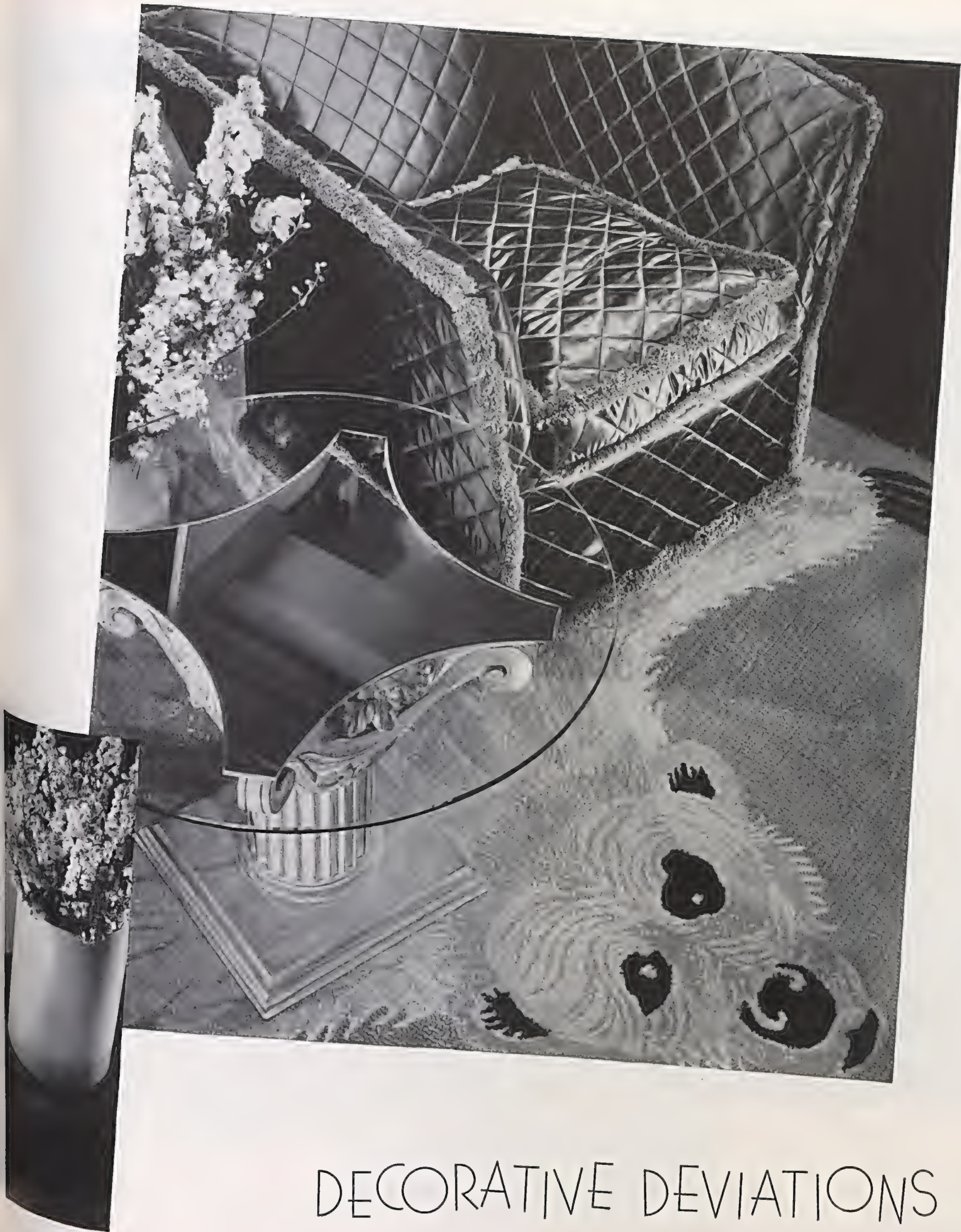
McMillen has combined the old and the new in a bedroom, one wall of which is composed of white-painted *boiserie*, which forms the setting for a rare Adam commode, while the other three have been covered with stretched white damask. In this room, the beds and furniture are covered with a pale blue quilted taffeta, while crystal lights and an exquisite Regency mirror with a crystal frame add their brilliant accents. In a living-room, McMillen has used an unusual colour scheme of yellow, greyed orange, white, and brown. The walls are strong yellow, with white woodwork and curtains. Two white screens bear a tracery of brown, and the furniture is covered with a small-patterned wool damask, which is greyed orange in tone. In (Continued on page 103)



- These shells (left) survive in pottery, glass, and in their own state as table or mantel decorations, or as inkstands; Elsie de Wolfe
- Heavy Baccarat glass is fitted into mirrored and chromium squares and oblongs (at the left, below) to make these tablepieces; Macy's
- Jacques Eli Kahn designed these new lamps (below, centre) in lacquered wood and gilt. Viennese faience busts and pigskin cigarette boxes are new notes. All from Rena Rosenthal
- Lights and Flowers is the title of the group directly below, so versatile are these cubes and cylinders of French frosted glass. Very large in scale. From Décor
- Opposite: After thirty years of hibernation, the bearskin rug appears again, in white, chartreuse, and black against pale blue. From Altman
- The quilted satin chair is covered down to the ground; Hampton Shops. The Capital table is of pickled pine and glass; from Décor



NYHOLN



DECORATIVE DEVIATIONS



NELSON

RUG FROM AIRD AND WATSON

Glowing amber satin for this evening dress and cape (you can see the dress alone in the centre of the screen), rust velvet for the wrap on the end panels. From Lord and Taylor in New York; for other cities, see page 120

VOGUE has culled from many shops the solution to your autumn wardrobe. We have seen the clothes tried on; we have examined the materials with a critical eye; we have considered what can be interchanged with what, and how two sets of accessories can enliven one smart suit.

We have studied the high points of the new season—shorter, fuller skirts like the pleated skirt on the braided dress on the next page; gored lines like those of the black wool town coat on page 89; flared backs like the one on the country coat on page 90; and the soft draped feeling of the evening mode, shown in the satin dress opposite. All of them are new, but none of them exaggerated.

The clothes of the wardrobe that we finally selected—shown on these two pages and the four that follow—are to be worn from coast to coast, and you can find them in twenty different shops in as many different cities. They belong in the closet of the bridge-playing, movie-going bride; the golf-playing club-woman, the girl with a job, and the woman who is over thirty-five and so busy with her family and house that she does not like to take much time for shopping.

Probably you won't rush out and purchase everything shown on these six pages. But you will be wise if you look at each item carefully, and study the plan behind them. The clothes are well made and distinguished, their prices fall into a middle range, and they should look well through two seasons. They are good foundations on which to build your wardrobe. All of the merchandise on this and the opposite page is from I. Magnin and from Neiman-Marcus, as well as the shops mentioned

PAGE 120 LISTS SHOPS IN OTHER CITIES HAVING THIS MERCHANDISE

HARVEST FROM THE SHOPS

VOGUE'S SELECTIONS FOR
YOUR AUTUMN WARDROBE

- The satin ensemble, opposite, costs about \$50; the velvet wrap, about \$30
- The gold lamé bag in the first photograph below opens like a soldier's hat. Lord and Taylor; about \$7.50. Velvet and taffeta cyclamens; Macy's; under \$3
- Gold wheat makes a flattering headband. Lord and Taylor; about \$3.50
- The gold metal cigarette-case has an etched glass top. Macy's; under \$8
- The pearl necklace below has a rhinestone clasp. Lord and Taylor; under \$8
- Gold threads pattern the white chiffon handkerchief. From Macy's; under \$1





- For autumn in town, the dress at the right has the brand-new feeling you'll covet. It's of black crêpe, stitched with narrow black braid, and pointed up with a red velvet gilet. From Russeks in New York; about \$50
- The tailored blouse above, of wine coloured silk crêpe, has pearl studs—smart with the suit on the opposite page. Martha West; about \$12.75, including monogram
- Carry the black pin calf bag in the new Kodak shape with dress, suit, or coat. Saks-Fifth Avenue; about \$10.50
- The belt is of black pin seal, with a leather leaf buckle. Saks-Fifth Avenue; about \$3.50
- The three-toned metal bracelets (top) have dangles that clink importantly. Saks-Fifth Avenue; about \$3
- The ruby cabochon pin shown with the bracelets adds a spot of colour. From Bonwit Teller; about \$2
- The hat in the third photograph, of black felt with a shallow crown and two pompons, succeeds in being chic, wearable, and extremely versatile. Russeks; about \$18.50

FOR SHOPS IN OTHER CITIES, TURN TO PAGE 120



- The suit at the right, of nubby black wool with a Persian lamb collar and trimming, is perfect for first autumn days in town. A white satin blouse tied at the neck completes the ensemble. Altman; about \$98
- You will wear the slightly formal black rough wool coat (far right) with great assurance in town. It has a trim belt, four pockets, three huge black leather buttons, and a flare that gives a new swing to the skirt. You'll find it at Wanamaker's; about \$115
- The little rolled pancake hat below has a dozen uses. It's made of black velours and has a white feather ornament and a small veil. From Altman; about \$19
- Vary your costume with different belts—like the black suède one in the photograph at the lower right. It has a gold-and-black enamel buckle. Bonwit Teller; about \$1
- The four-button pull-ons are made of doeskin in the new deer-taupe shade that blends well with practically any autumn colour. Best has them; about \$5
- As commodious as it is smart is the black suède swagger bag, with a double handle and a triple frame fastening with black cabochon clasps: Altman; about \$15





• Look well at the new flaring back on the top-coat of brown Davenport tweed at the left. It gives the coat a smart swing over town wools and country clothes. From Saks-Fifth Avenue; about \$45

• The double-breasted suit at the left, with its good, man-tailored look, is made of brown-and-white herring-bone tweed and has four well-placed pockets. From Best; about \$40

• The leather lacing in the crown of the hat in the photograph at the lower left gives it the tailored look that the suit and coat above it call for. From Best; about \$10

• Trim and workmanlike to carry with your autumn woollens is the saddle-sewn brown calf bag (middle photograph, below), with a leather catch. From Bonwit Teller; about \$10.50

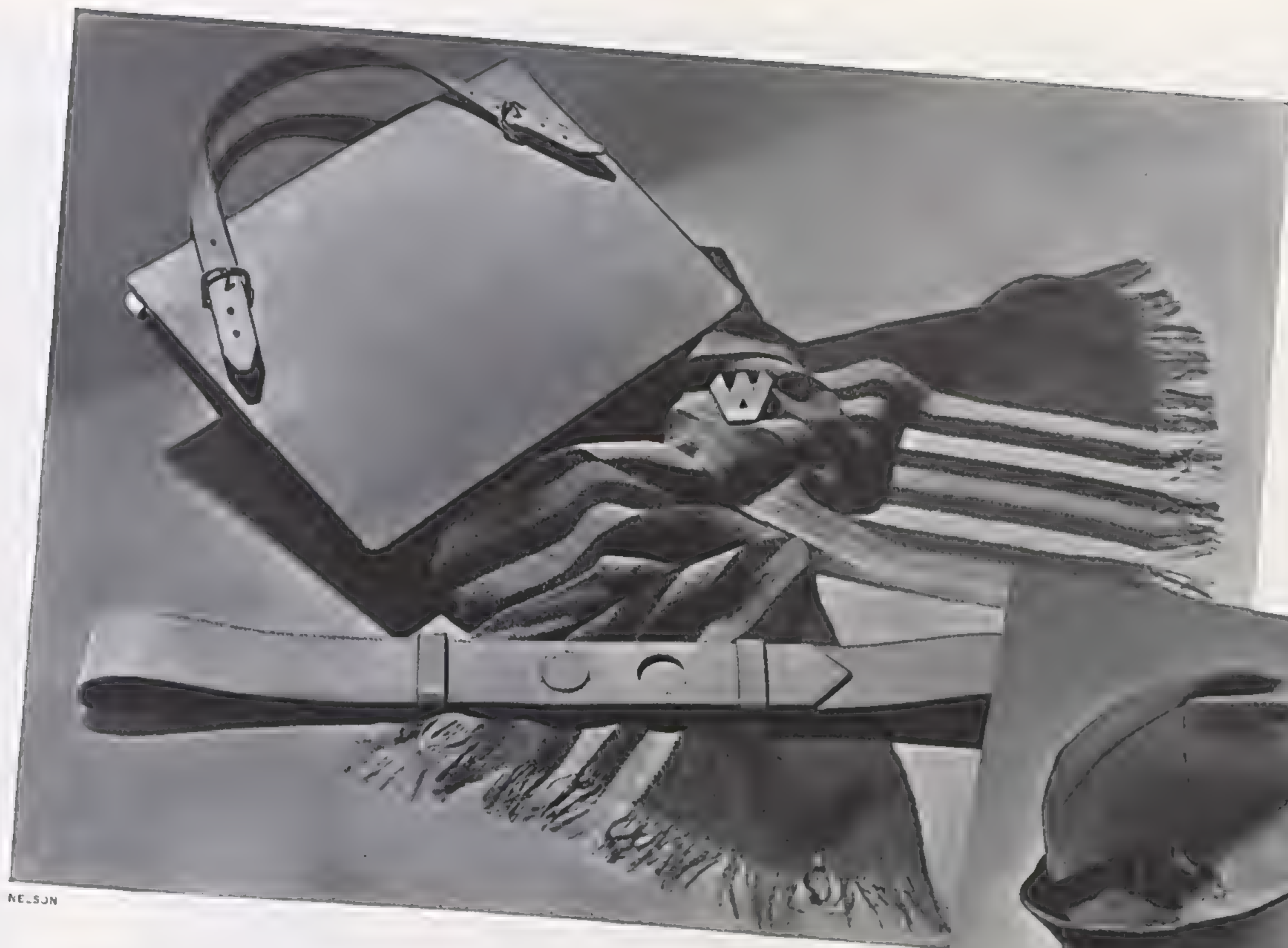
• The hand-sewed gloves are of brown French tanné capeskin. Bonwit Teller; about \$4.50

• The cashmere polo shirt below is perfect with the tweed suit. De Pinna; under \$11

• The brown calf belt has heavily stitched edges. Bonwit Teller; about \$3

• Rust and gold zinnias will add fresh colour to autumn woollens. Bonwit Teller; about \$1





NE-SJN



- You'll feel smart and comfortable in the dress at the far left—without a coat in early autumn, with one when the days grow frosty. A grey cross-bar wool is the fabric, and there's a red leather belt and a white piqué collar. From Bloomingdale's; under \$30
- The second dress has the well-cut simplicity one never tires of. It's a rib-knit one-piece model of natural colour wool. You'll find it at De Pinna's; about \$30
- Good to carry with country clothes and tailored clothes is the saddle leather bag at the upper left, in natural colour, with brown edges, and two strap handles. Altman; about \$15
- The saddle-leather initial stick-pin is from Altman, too; about \$3
- The belt in the same photograph is of the same smart saddle leather. Altman; about \$3
- The green Ascot scarf is of wool-and-Angora striped in gold, brown, and white—chic with the knit dress below and the coat and suit opposite. From Altman; about \$3
- The grey velours hat above matches the dress farthest left and combines well with brown wools. From Bloomingdale's; about \$15

SHOPS IN OTHER CITIES ARE LISTED ON PAGE 120

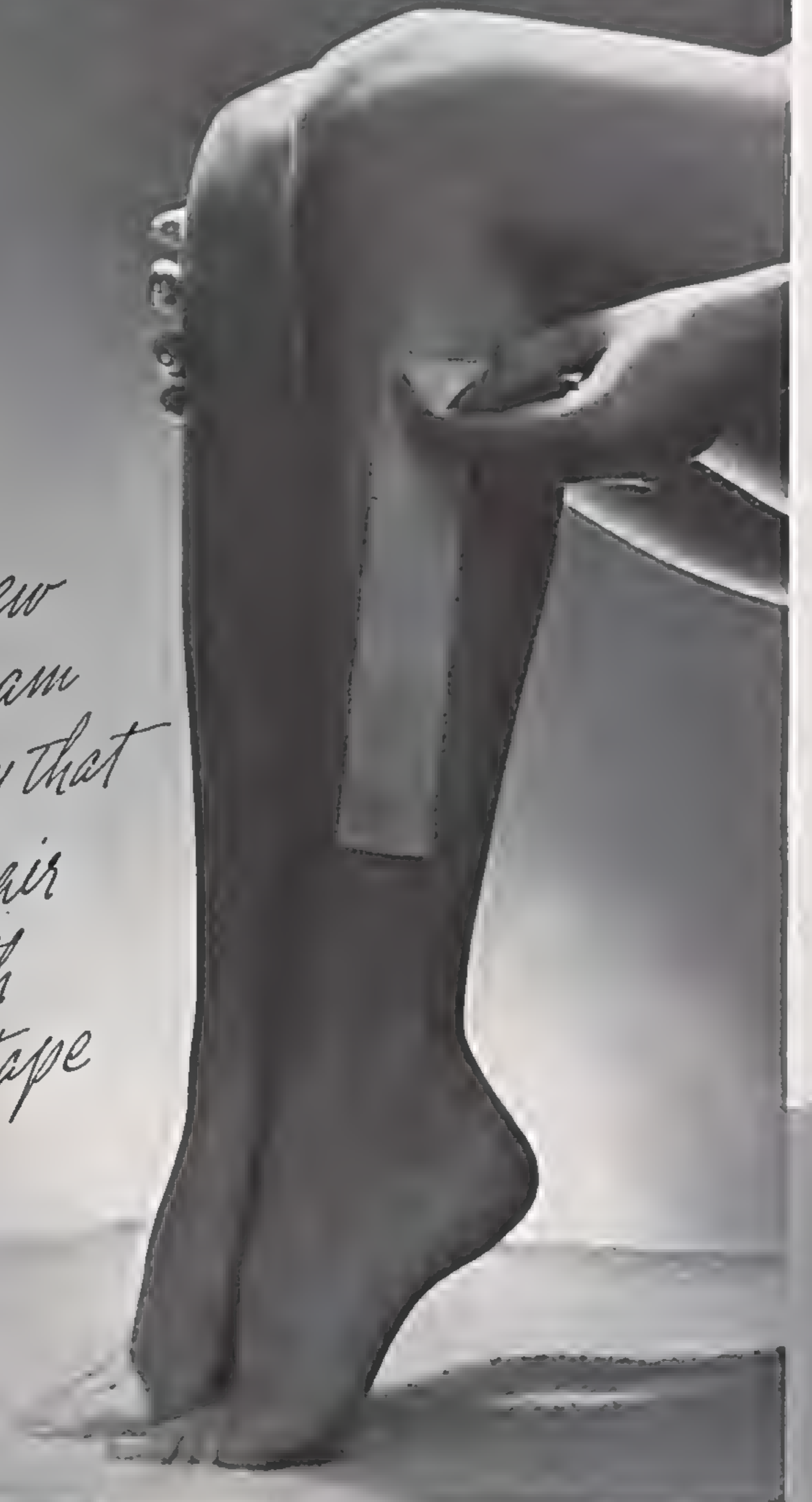
Beauty Flashes

*Apply a liquid or semi-
liquid foundation under
your powder for glamour*



NELSON

*Try the new
type of cream
depilatory that
takes the hair
off with
strips of tape*



*Combine your pet
polish shades.
Paint a brilliant
or a light coat
over a burnished
one*



*Experiment with mascara
in the new cream form—
it looks completely natural,
gives luxuriance
to lashes, and
lasts eternally*

NELSON



*Have your hair
done down on
the neck
like a Botticelli
damozel—with
flowers rampant*

HORST, PARIS

FOR FURTHER INFORMATION ABOUT THESE BEAUTY FLASHES, WRITE TO VOGUE

THESE finds are more than just finds—they're treasure for your early autumn wardrobe. They will take you blithely into the winter, and make you feel, as well as look, your very best. Every one of them proves that Paris is doing delightful things this season, for every one is a charming reflection of the best that Paris can offer.

For example: Rochas likes velvet and wool combined—look at the first suit. All Paris loves velvet suits or dresses—look at the second suit on the opposite page. This season's chic is made of the brilliance of jewelled belts, the grace of full sleeves, the subtlety of draped lines—and if you look, you will find them all on these two pages.

The dresses are no more exciting than the colours they are made in—those deep, living Renaissance colours we have heard so much about. Wine, this autumn, is more than wine, it is a deep, purply red or that lovely shade we call Dubonnet; the greens are the strange, olive-grey greens you see in old Italian paintings. The blue is the pulsing blue in a Botticelli robe. They are thrilling to look at, and more thrilling to wear.

With them, wear the new hats that are both becoming and fun: Twisted turbans—often of velvet or velveteen; hats with dashing wings, like the one on the opposite page; the very young and paradoxically gay halo hats, suggestive of Renaissance madonnas who have suddenly grown sophisticated; pushed-forward berets—they are all yours for the wearing. And above all, don't be afraid to mix your accessory colours, for this season colour is rampant in new, exciting combinations, and imaginations should be allowed to have full play.

IN THE SHOPS—On page 126, there is a list of shops in other cities where you will find all of the models that are illustrated on these two pages.





• The black suit, farthest left on the opposite page, is really a dress and jacket. The dress, of black wool, has a velveteen bodice and the new front fulness in the skirt. The revers on the hip-length jacket are of Persian lamb. Saks-Fifth Avenue; \$50

• The silk crêpe dress, at the top of the opposite page, has a velveteen collar and cuffs—one important reason for its charm—and is made in irresistible colours. You may have it in black, with contrasting velveteen, or rust or purple. From Altman; \$30

• Shirring on the shoulders and skirt of the third frock gives it a draped line—a perfect background for the jewelled belt of coral and silver. The colour range is wide; black, brown, blue, Dubonnet-red, green, and a deep shade called black-iris. The fabric is silk crêpe. Lord and Taylor; \$30

• Two rows of silk fringe down the length of the satin-backed silk crêpe dress, left on this page, make it a find for the woman who wants to look more slender than she is. The pointed collar and three-quarters sleeves are new. Bonwit Teller; \$40

• At the top of this page, an afternoon suit of Lyons velvet (or of woollen) has a short jacket trimmed with Persian lamb and belted. The lamé blouse has short sleeves and a ring fastening at the neckline. Russeks has this model; \$100

• The pure silk crêpe frock (third) is made in black and glorious shades of brown, green, blue, and red. The new Renaissance neck-line is wound with three strands of pearls, and the full pleated bishop sleeves are chic and graceful. Franklin Simon; \$25

VOGUE'S *finds of the fortnight*

A Cornucopia in Silver

CHOOSING her silver is one of the most vital decisions any bride-to-be has to make. She can change her jewels by their setting or her husband by mutual agreement. But her silver is hers as long as she has a table to put it on, or until she gives it to her grandchildren.

On these pages, we give you a typical silver scene of 1935—a bride-to-be facing the array that a jeweller spreads before her in his shop—patterns for her silver service and beautiful individual pieces of silver that will be a background for her hospitality. In this scene, we have shown you only patterns which are new this year. (All are sterling silver, with the exception of the breakfast dish.) As the bride-to-be studies this assortment with the attention it deserves, she has before her these designs for her flat silver (considering the spoons and knives from left to right):

- A spoon in the "Dorian Rose" design, by Watson, with its classical column motif relieved by a daintily carved garland and its stepped-back shield for the initial.
- A knife by The Gorham Company in the "Christina" pattern (also the design of the spoon that the bride-to-be is holding in her hand). Beautifully simple and beautifully proportioned, it harmonizes with almost any scheme of *décor*.
- "Springtime," in International Sterling (the table-spoon third from the left). This pattern has a delicate tracery of design that endears it to the hearts of those who love graceful ornamentation.
- The "Regency" knife by Rogers, Lunt and Bowlen. This design is so new that it is just reaching the jewellers. With its Regency background, it succeeds in being in harmony with the most modern table decoration.
- A knife in "English Rose" pattern by Alvin. This design has a distinctly decorative feeling—a quality many brides love in their silver.
- A knife in the "Pilgrim" design by Frank W. Smith. The serene and classic simplicity of this pattern appeals to those who value a traditional feeling in their possessions.
- The handsome water pitcher at the left and the tray with the fluted edge are from R. Wallace.
- The graceful bowl in the foreground, by Towle, is a gift that any bride would treasure.
- The breakfast dish at the right is a reproduction of a Georgian design in plated silver from Reed and Barton.



PEARL BRACELETS BY TÉCLA



ANTON BRUEHL



New Corsets make
new
figures

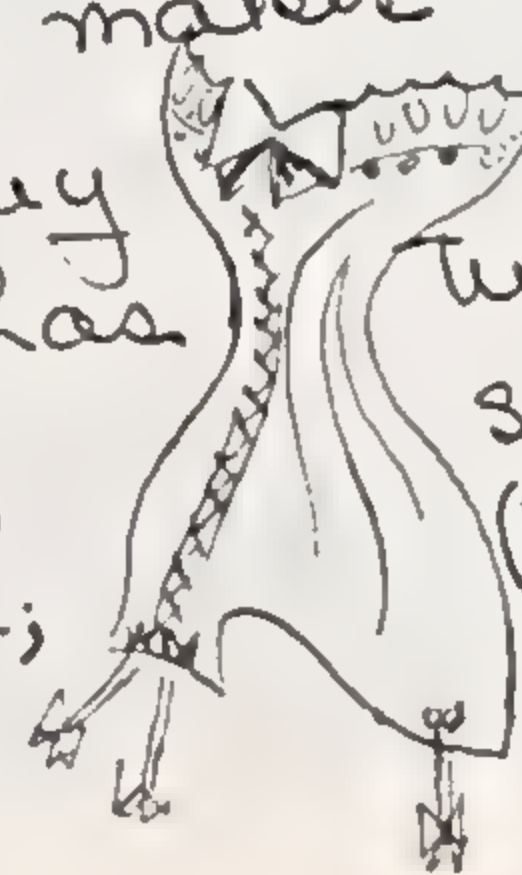
New shorts may be full in front, or in back, or both, but the fulness must fall over long smooth lines. You can't have any bulges in your figure. The Lily of France above combines hand-boned elastic with satin brocade, bones in back to flatten (Saks - Fifth Avenue has it)



No thigh bulges are allowed. Your corset has to be long enough so that your legs melt into your hips. The American Lady model is a wizard at avoiding this. It is seamless, fastens in back with a Talon, and has a new pear-shaped brassiere. (Gimbels)



Wasp waists are essential --- not the old-fashioned hour-glass type below, but a subtler version from which the hips slope away gently. Artistic makes the model at the left that dissolves any rolls around the waist. It has in the satin-finished fasten, lace panels, and a very low back; (Franklin Simon)





If your stomach has a tendency to be convex, but your ambition is to have it concave, the "Scantie" at the left with its clever stitched reinforcing will help you to hold in this curved line. Made of batiste, it has knitted elastic side panels, lace brassiere and flat lace ruffle (Bloomingdale's).



Fabrics are thinner, more beautiful, and stronger with the advent of power LasteX. Witness the two net LasteX models above. Gossard uses a lace panel in their new Low-backed all-in-one (left). The Warner model on the right has a cleverly cut satin LasteX panel that is flattening. (Both from Wm. Warner)



You'll have at least one evening dress this season that is perilously low in front. Maiden Form makes the Dec. La-Tay brassiere above that takes away the peril and leaves the allure. The "Filmy" girdle is a wisp of satin power LasteX;



BROUIN



If you are thin and sharp hip-bones like this, you need a girdle to soften them. The new Vassarette is good for rounding as well as flattening the figure. The spiral adjustable brassiere of Bemberg and LasteX gives a round young bust line (Lord & Taylor)

GENERATIONS in DRESSMAKING



- Whether you are the mother of a daughter or the daughter herself, you will find in Vogue dresses designed especially for you. On these two pages, we present two different generations, from sixteen to sixty, with smart suggestions for day and evening frocks for both of them
- FROCK No. 394 puts its accent on youth, with leg-o'-mutton sleeves, round collar, and high, shirred belt. Make it of one of the new hairy or rough-surfaced crêpes. Designed for sizes 12 to 20 and 30 to 38
- FROCK No. 395—This season, tucks in a blouse frequently become pleats in a skirt, and this frock is a charming example that combines dignity and chic to an unusual degree. It is designed for sizes 12 to 40
- FROCK No. 7120—A dinner-dress that, with its gay billowy sleeves and new draped lines, will delight a daughter. Designed for sizes 14 to 44
- FROCK No. 7121—A hostess gown with deep quilted collar and bishop sleeves, for mothers with young ideas. Designed for sizes 14 to 44



- Frock No. 398 has one clear, flowing line of drapery from shoulder to hem-line to change any woman into a goddess at night. Even when the trailing scarf is removed, the flared skirt and little train give allure to age or to youth. Chiffon is a good choice. Designed for sizes 14 to 42
- Frock No. S-3832 has a draped capelet collar that's soft and flattering to the mature figure, without being matronly. In the front, the skirt is straight; in back, there is a graceful flare. Designed for sizes 14 to 44

- Frock No. 397 has the tailored simplicity that's so dignified and chic for the older woman. The collar is cut in one with the epaulet shoulder bands; the skirt has the new slight flare. Designed for sizes 12 to 40
- Frock No. 7125: The high neck, epaulet shoulders, full sleeves, and four-gored skirt are four good reasons for including this dress in a daughter's autumn plans. Of green, black, or rust woollen, it will go smartly through the winter under a fur coat. It is designed for sizes 12 to 40



ADDITIONAL SKETCHES OF THESE DESIGNS FOR MOTHERS AND DAUGHTERS ARE SHOWN ON PAGE 106



SHOP-HOUND IS FULL OF NEWS

Autumn has struck the shops with a bang—and the shops have struck me with a bang. Somebody has been at work on them, gleefully changing everything, mixing me up so that I can hardly find my way around. Two weeks ago, the shops (and I) were still under the dreamy spell of summer, pottering with buckets and shovels. Now I see that they were only biding their time. I start out this week, and what do I find? The scenes shifted overnight—the shops full of new clothes, new ideas, even new departments! The pixies must have been mixed up in it somehow.

There's been an epidemic of dancing in the streets, since it was noised abroad that The Tailored Woman has added a shoe salon to its establishment on Fifth Avenue at Fifty-Seventh Street. Here you'll find the famous Henning shoes that manage to support your feet and your charm at the same time, which is quite a trick; the prices will be around \$14.50. Here, too, you'll find Mr. Pape, whose life's great aim is to help you figure out the right shoes to go with your costumes, and who will design the shoes that are made to order. The Tailored Woman's Débutante Shop will have shoes, too, that will treat both your feet and your pocket-book with respect (prices start at about \$8). Incidentally, this Débutante Shop has been so popular with the great horde of girls on budgets that it has burst out of its original modest quarters and into a large, gleaming suite of its own—thus giving us cause for more rejoicing and wassail.

The "Guardman" looks anything but dramatic, being a simple, square porcelain ash-tray, with a cork base and a rather deep groove or notch in each of the four sides. But wait; hold the thought of those notches. Better still, lay your lighted cigarette in one of them, and don't take your eyes off it. The cigarette will burn calmly, evenly, without getting gummy—but when it has burnt down to the notch, it will go out. Out, finally and forever; you needn't worry about its falling out backward, and you needn't get your fingers all ashen, squashing it into the tray. I haven't any idea why this miracle takes place, but it does; you can see it for yourself at Alfred Dunhill's, where the "Guardman" comes in red, white, blue, green, or yellow, for about \$1.

Anybody who wants to give me the hand-bag I just saw at Bergdorf Goodman is hereby urged to do so, unless the rest of my life is to be blighted. Because it's big, and it's made of luscious stitched antelope with a shell frame, and it's all lined with taffeta; the kind of bag, in short, that makes you feel like a fatally beautiful spy who is smuggling the crown jewels across the border. The fittings include a cosmetic case that keeps your messiest compact from leaking so much as a whiff of powder. It's lined with kid and closes with a sliding chain-and-clasp glider device; so the compacts and lipsticks and perfume containers can fight it out among themselves, in their own little case, without a chance of powdering or perfuming or lipsticking any of your other possessions. The whole thing is pretty magnificent, and costs about \$25.

News, news, news—no wonder my tongue hangs out! Now it seems that Nicole, genius of 7 East Fifty-Fifth Street, is branching out. For eighteen years, she has been making hats—hats with a strange and utterly original lilt to them, hats giddy, mysterious, ridiculously gay, or completely sophisticated; but always distinctive and always wearable with a capital W. If you've ever had a hat by Nicole de Paris that has made you the envy and despair of your friends, you'll rejoice to hear that she has transformed her famous hat shop into a complete *salon de couture*. Here this clever and charming Frenchwoman will design and make to order everything that a chic woman needs, from lingerie to furs. And all at surprisingly reasonable prices—perfection, after all, being an economy. And if you're not a chic woman now, you will be when she gets through with you; for no woman, says Nicole, can ever be unexciting if she has the right clothes. Nicole's clothes are endowed with the same magic as her hats—the power to turn you into a *femme fatale*.

Shortly after you read this—on September fourth, to be exact—Saks-Fifth Avenue will fling open their Ensemble Centre, which (appropriately enough) is in the centre of the street floor. It is dedicated to the proposition that the most important parts of an ensemble are the shoes, bags, gloves, belts, jewellery, and flowers that go with it, even though they do labour under the belittling title of Accessories. Many smart women have realized that the things to go with a costume are not the things on which to economize, and many have striven to escape from the tradition of matching all their accessories exactly and letting it go at that. They have gone the rounds with swatches of tweed or woollen from one of their (Continued on page 112)

WEAR A CLASSIC FACE



For that Sculptured Look

Youthifying Herbal Masque. Exhilarating blend of many different herbs. In a few minutes it puts new life in fatigued skin and weary contours. Test it out when you are looking and feeling your worst! 2.00. Large size, 5.00.

For Lined Sun-Parched Skin

Youthifying Tissue Cream is vital! You will marvel at its quick corrective action on dry skin, lines, wrinkles, crows'-feet and ageing throat. A year-round beauty necessity to all skins. 2.00, 3.50.

Hormone Twin Youthifiers

Unique biological discovery containing the hormones of youth. Two remarkable creams—a Day Cream and a Night Cream—which work together to bring new youth and beauty to dry, wrinkled, ageing skin. Their glandular substances quickly rebuild worn-out cells and shrunken tissues. Set, 10.00 to 45.00.

Recipe for a Vitality Bath

To one tub of warm water add a few drops of fragrant, invigorating Enchanté Bath Essence, 2.00, 3.50. Next friction with Enchanté Eau de Toilette. Like a perfume! 1.50, 2.00. Dust with Water Lily Bath Powder (1.00, 1.50) and a dab of Water Lily Deodorant Talc. 1.00.

ELEGANCE distinguishes the Fall mode. Faces must match. The casual complexion which harmonized so well with sand and sea, must give place to formal beauty . . . Meaning, alabaster skin, and a sculptured contour. Off with the old mask of summer-parched skin—and on with a radiantly young complexion! Again the smart world turns to Helena Rubinstein for new-season beauty.

Helena Rubinstein Salon Scene

Excited arrival of matrons and debs, chic collegiates, stars of stage and screen, business and professional women back from their summer holiday. "Behold the face that launched a thousand canoes!" . . . "Oh for a *town* face in place of a *tan* face!" But soon, knowing fingers are busy with Helena Rubinstein's unusual bleaching creams and soothing lotions, exhilarating tonics and youthifying creams. Dull weathered skin vanishes. Complexions emerge soft, radiant and new!

Helena Rubinstein Salon Treatment for Your Home Beauty Care

FIRST YOU CLEANSE with Pasteurized Bleaching Cream (1.00), or, if your skin is very dry, use the new Herbal Cleansing Cream Special—watch it bring a new bloom of beauty instantly! 1.50 to 7.50. Two or three times a week, wash with Beauty Grains to brighten and liven the skin. Nothing like them for correcting blackheads and large pores! 1.00, 2.00.

SECOND YOU CLEAR with Skin Clearing Cream (Beautifying Skinfood). Fades out freckles and tan. Banishes dullness, sallowness. Refines the texture. Makes your skin radiantly clear! 1.00, 2.50.

THIRD YOU BRACE your skin with Skin Toning Lotion. Closes pores. Corrects and prevents lines. Specially designed for normal and oily skins. 1.25, 2.50. For dry, parched skin, use Anti-Wrinkle Lotion (Extrait). Marvelous for tired eyes also. 1.25, 2.50.

Such an easy, thrifty way to beauty! The price of this complete beauty treatment is only 4.25 (three months' supply). And the results are priceless—and lasting. Preparations at Helena Rubinstein Salons and all smart stores.

helena rubinstein

8 East 57th Street, New York

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SALONS IN: Paris • London • Detroit • Chicago
Boston • Seattle • Los Angeles • Montreal • Toronto

"Lustre" Your Lips with Terra Cotta

You'll love the newest edition of this famous Lipstick! All the gorgeous warmth, youth, lustre, is more intensified! New biological ingredients nourish, and leave a film that becomes part of your lips. Two tones: Light and Medium. 1.00, 1.25. Terra Cotta Rouge, too, 1.00 to 5.00.

Powders that Beautify Below the Surface

Helena Rubinstein Powders are most flattering—and they definitely aid beauty. Smartest faces are wearing the new glowing Terra Cotta light or Mauresque, for Autumn days. Gorgeous on tan skin. Special textures for normal, oily, dry skins. 1.00, 1.50 to 5.50.

Touch Your Eyes with Mystery

Persian Mascara—New! A dark silken fringe for your eyes. Doesn't run or smart. 1.00. Herbal Eye Tissue Oil—gives a smart young gleam to eyelids. Prevents, corrects squint lines, crows'-feet, crepey lids. 1.25. Eyelash Grower and Darkener. Chic daytime make-up. 1.00.

Unique New Discovery for Superfluous Hair

Herbal Hair Remover—On and off in a twinkling—and all the hair with it. Not a wax, not an unpleasant smelling chemical. A pure, fragrant compound of herbal ingredients. Leaves the skin marble smooth, and discourages regrowth of hair! 1.50.



"EMBASSY"

Summer ermine has its perfect complement in natural sable... but this Stein & Blaine original is adaptable to any informal fur

Stein & Blaine
INC.

13-15 West 57th Street, New York



The lush fragrance of Hawaiian leis has been captured for three new perfumes from Gump's in Honolulu. Above is "Plumeria," in a tropical wood flacon

DISCOVERIES IN BEAUTY

TOO few women realize the flattering things that their face powder can really accomplish for their faces. To be sure, the powder must be well chosen and skilfully applied over a good foundation. But given these prerequisites, a fine powder definitely gives an added glow of beauty to any skin. Coty has always made fine powders, and now the firm has created one that is entirely new in its fineness. This powder, deriving its name from the process by which it is made, is called "Air-Spun." Almost incredibly fine, delicate, and clinging, it goes on your face with such smoothness that you know it is there only by the improvement it brings to the finish of your skin. As a matter of fact, we had a glimpse behind the scenes in this particular instance, and the sight of the minute grains of powder being spun together in torrents of air with such tremendous force and speed was exceedingly impressive. It was no surprise to us that the powder emerged so perfectly blended!

Also, the air-spinning process blends the colour so evenly that streaks can't exist, and there is a beautiful delicacy of tone throughout. All the Coty shades

are carried out in the new Air-Spun powder, as well as three lovely new shades—rose, perle rose, and soleil d'or—and all your favourite Coty scents, "L'Origan," "L'Aimant," "Chypre," et al. To celebrate all the excitement, the new Air-Spun powder is put up in a new version of the Coty powder-puff box, much bigger to begin with, with a bakelite base to keep moisture out and Cellophane stretched to give that new shiny look. "Air-Spun" powder is so new that as you read this it is just being started en route to your favourite cosmetic counter.

• A thing which we especially admire is the faculty of combining the luxurious with the utilitarian. As a concrete example of such an achievement, we nominate a dusting powder that is also an effective deodorant. Nothing is more satisfactorily luxurious than a cloud of fragrant dusting powder patted on with a large, soft puff. And nothing is more vitally necessary to fastidious grooming than a deodorant. The latest achievement in this field is by The Odorono Company in the form of its new Odorono Dusting Powder. This is a pleasant, (Continued on page 106)



PAUL DE GASTON

Another new perfume from Gump's in Honolulu—"Pikaki," delicate and haunting, in a bottle of leaves carved from wood

IN TUNE

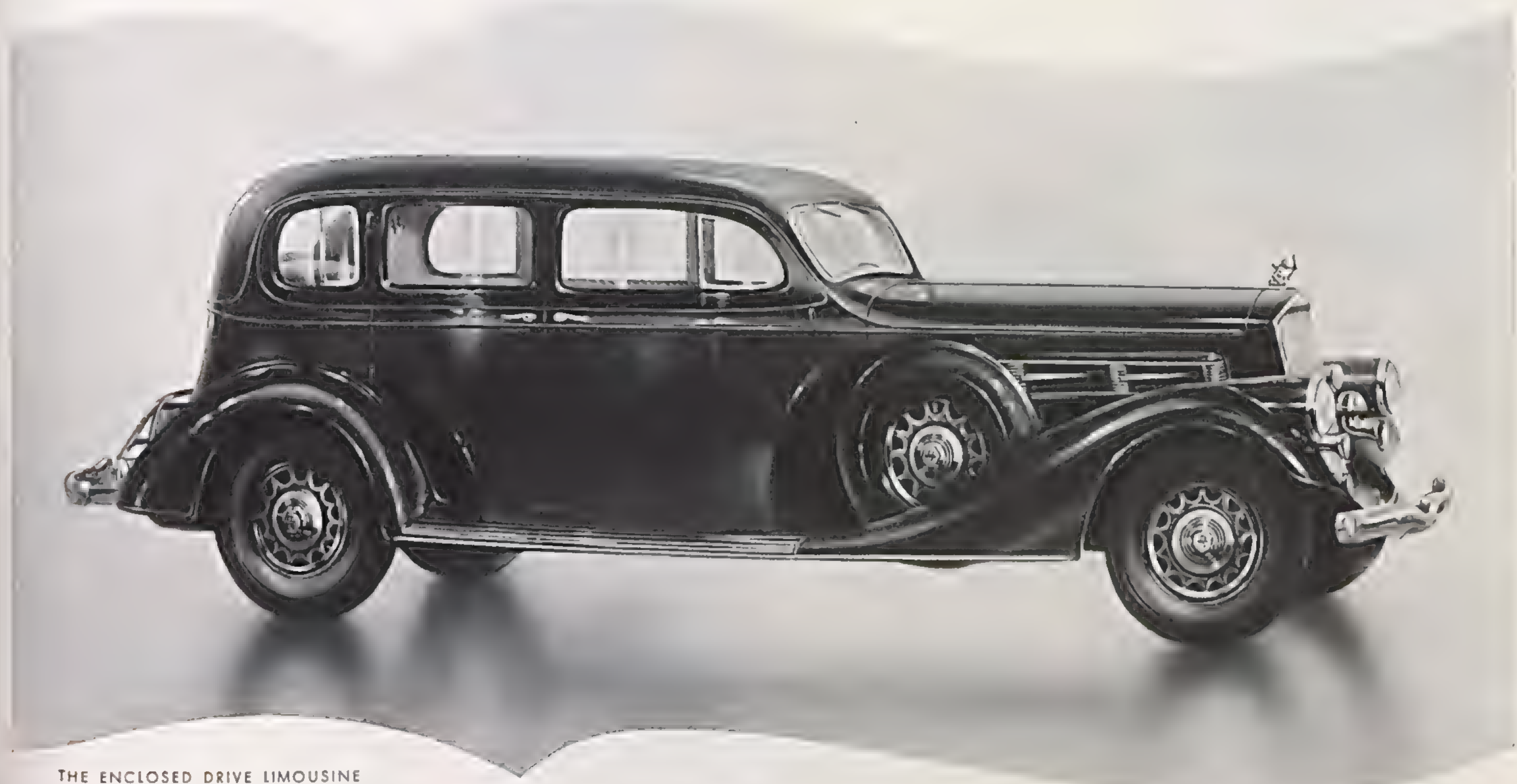


• To those who take pride in their homes, their surroundings, their standards of living, a fine motor car is an essential. For thirty-five years Pierce-Arrow has been a symbol of social standing . . . has fitted naturally into a well-ordered mode of living.



• And so today, with a new spirit in the air, with people everywhere again gratifying their desires for the finer pleasures of life, the supreme comfort and luxury and the distinguished excellence of a Pierce-Arrow are eminently in tune with the times.

America's Finest Motor Car for America's Finest Families



THE ENCLOSED DRIVE LIMOUSINE

→ PIERCE·ARROW →

DISCOVERIES IN BEAUTY

(CONTINUED FROM PAGE 104)

fresh-smelling powder, with a big round puff in the top of its box.

This thoroughly effective deodorant is put up in a shining white-and-rose box that will look pleasant in your bath- or dressing-room, and you can buy it everywhere. It started out in life in the form of talcum in a sifter-topped tin, which is an excellent idea for travelling and for men who don't appreciate puffs. You can still buy it in this version, of course. But the dusting-powder form has special appeal and is not very expensive, either.

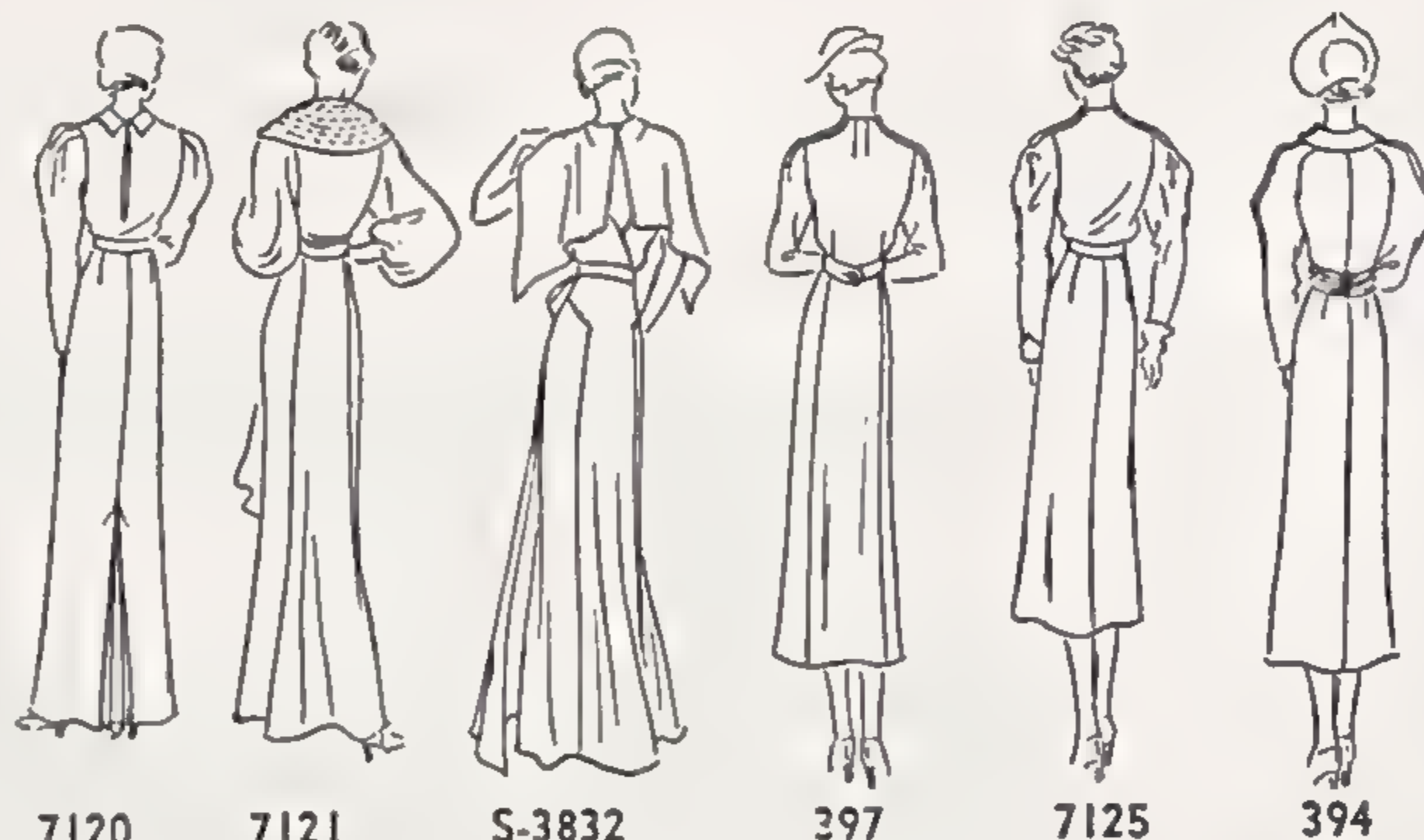
• Everything that you hear about Schiaparelli is fun. Whether she is making fabrics with newspaper prints or bringing out one of her new perfumes and putting it in a box made of cork, the result is always arresting and characteristic. Of her three perfumes, "Soucis," probably the best known in America, has the faculty of holding its freshness and individuality in a room full of people and smoke and contrasting scents. "Salut," a blend, smells like spring in an English garden. The third of the trio, "Schiap," is one that Schiaparelli created for "people who hunt" and introduced because she liked it so much herself—which, if you ask us, is probably the best possible reason for creating or choosing any perfume. And you can now try the various Schiaparelli fragrances for yourself at the perfume counters in exclusive shops from a fascinating trio of bottles set into an oblong cork stand. You can't buy this particular set, because it is an exhibi-

tion piece, so to speak, but you can buy semicircles of cork with larger bottles that are ideal for experimentation.

• If you find yourself in town on one of these lingering hot days of late summer, a place to flee to is the Barbizon, at Sixty-Third Street and Lexington Avenue. For the Barbizon pool is one of the most beautiful in town. And also the Barbizon pool is the locale of the Mary Beaton Swimming School. Miss Beaton, who presides over it, is a member of the Royal Life Saving Society, and she has taught swimming and diving in Scotland (her native heath), England, Canada, and this country for the last seventeen years. She's a crack swimmer herself, and teaches not only swimming, but diving, life-saving, and everything else that can be done in the water—combined, if you like, with scientific but enjoyable reducing. Miss Beaton believes that the side-stroke is the stroke best suited to the majority of women. Besides looking graceful in the water, it gives you grace and suppleness; it has a nice elongating effect on your neck; it takes down your measurements, by redistributing excess weight; it puts no strain on the heart, and is easy on the eyes and sinus.

The Mary Beaton Swimming School is a good place to remember for the children next winter; Miss Beaton is wonderful with children, especially if they're inclined to be afraid of the water, and she'll take careful note of any physical limitation, such as susceptibility to sinus or ear-trouble.

DESIGNS FOR DRESSMAKING



• If you turn back to pages 100 and 101 of this issue, you can see, even more readily, just how smart each one of these new designs for mothers and daughters really is. Youth is accented, and maturity is given the graciousness that belongs to the middle years. These models are designed for sizes: 7120, 7121, and S-3832 in 14 to 44; 397, 7125, and 395 in 12 to 40; 394 in 12 to 20; 30 to 38; and 398 in 14 to 42



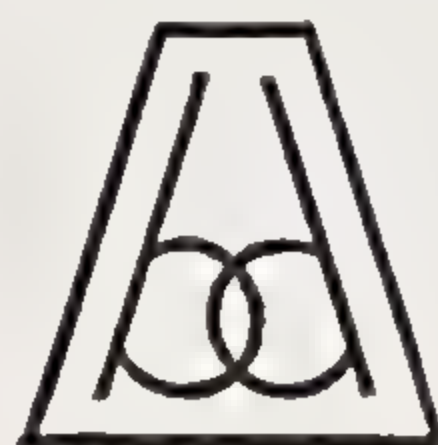
Complete the Perfect Picture



with a Bienen-Davis Handbag

PIN
PLEATS

Antelope, soft as velvet is primly pleated. It presents elegance as you like it . . . as you will always find it in exclusive handbag designs by Bienen-Davis.



This Bienen-Davis emblem in the lining of important Fall handbags is your guide to style leadership and quality. At fine stores everywhere.

BIENEN-DAVIS, INC.
31 EAST 32nd STREET, NEW YORK CITY

PATTERNS MAY BE PURCHASED FROM ANY SHOP SELLING VOGUE PATTERNS, OR BY MAIL, POSTAGE PREPAID, FROM VOGUE PATTERN SERVICE, GREENWICH, CONNECTICUT; AND IN CANADA, AT 360 ADELAIDE STREET, WEST, TORONTO, ONTARIO. PRICES OF PATTERNS WILL BE FOUND ON PAGE 127.

NEW DAYS



New Ways

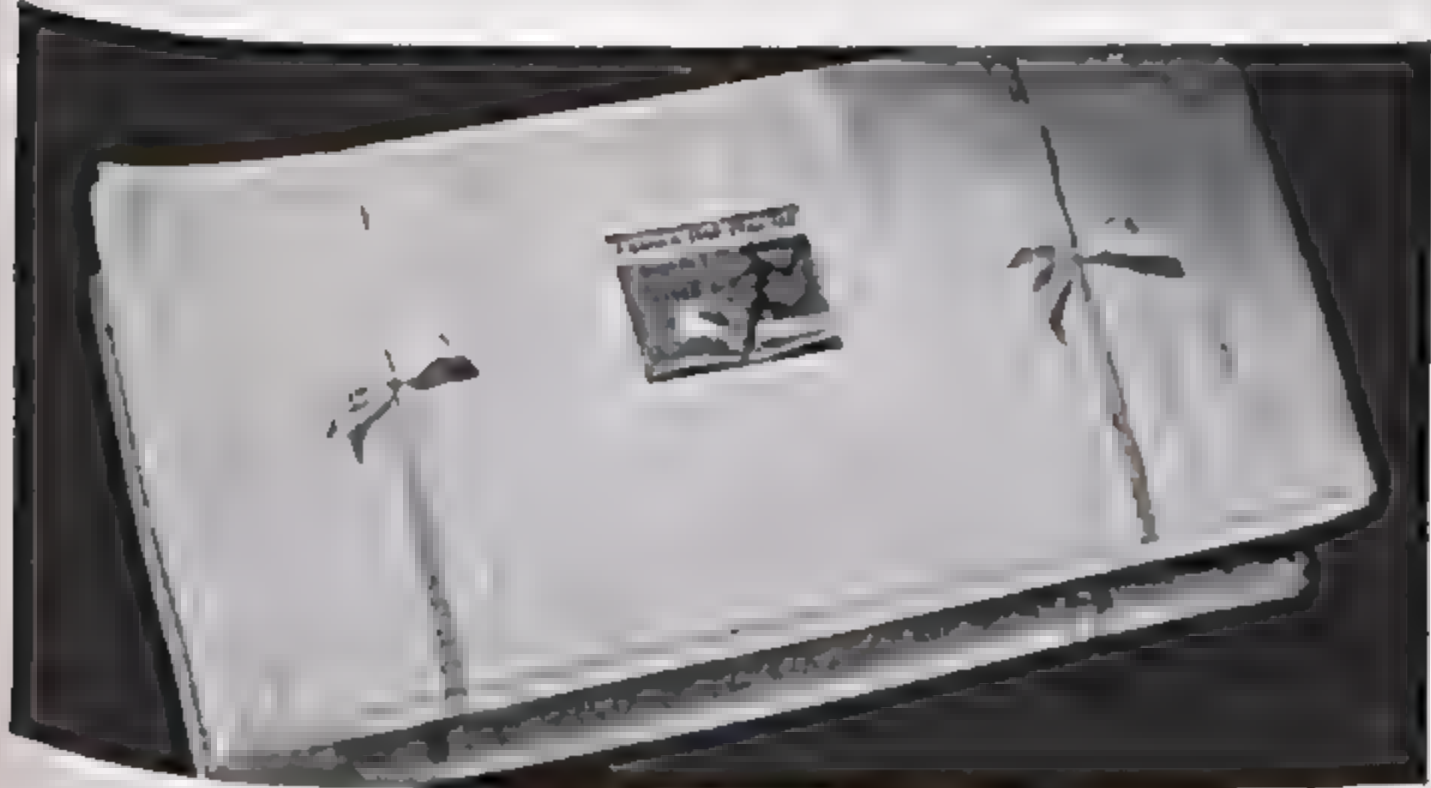
No one likes to live with an outmoded style in a hat or a handbag or anything else. Yet some women still cling to an outmoded idea of *quality*, simply because they aren't informed on modern manufacturing ways.

How do *you* buy sheets, for instance? Do you trust to tradition and gossip and memory—or, do you figure that new machines and new methods mean constant improvement, and resolve to go out and see for yourself what's what in sheets?

When you do, you'll discover Cannon's Finest Quality Percale, a sheet that brings you today's top quality, but sells at much less than today's top cost. A sheet of exquisite fineness . . . made of combed yarns, more than 100 threads to the inch each way . . . even, smooth, soft and strong—lastingly snow-white . . . yet sold by the good stores for around \$2.50 each!

Cannon costs are kept down by large-scale operation—Cannon quality is kept up by new-day planning and scrupulous care. Modern machines. Modern methods. . . . Insist on seeing *Cannon's* Top Quality Percale next time you shop for sheets. The Cannon name, on anything, is your certain promise of more-for-the-money. . . . Cannon Mills, Inc., 70 Worth Street, New York City. World's largest producers of household textiles.

3 FIRST-CHOICE SHEETS: Cannon Finest Quality Percale, about \$2.50—Cannon Utility Percale, about \$1.60—Cannon Muslin about \$1. . . . Each is the smartest buy in its class.



Cannon
CANNON
FINE PERCALE
Sheets

MADE BY THE MAKERS OF CANNON TOWELS

A FEW OF THE SHOE MEN WHO BOUGHT THIS

Shoe for Vogue Women

W. J. Gibbs
Otis C. Brannock
Russell Bellfield
Emmett Smallins
L. H. Critzer
C. E. Peters

Fred E. Porter
V. V. McBryde
B. C. Kirschner
Clyde Norton
E. Zwiernlein
Max H. Sommer Jr.

Edwin F. Hill
Jay F. Reist
Henry H. Dahl
J. J. Thompson
W. A. Innes
Wm. Kaufmann



Twelve Colors
or Leathers

THE MOST WONDERFUL ALL-PURPOSE SHOE OF THE YEAR

A very special shoe designed by "M M & S" Auburn, N. Y. who are specialists in the making of women's shoes — this copyrighted shoe is on sale exclusively through stores keenly appreciative of serving their customers the best.

The extraordinary demand for this shoe in New York City has spread over the entire country.

The shoe is made over a selected last which does at one time these two heavenly things — gives on the inside, just the room at just the right places that one's foot needs for comfort while on the outside, it forms the lovely lines which please women's eyes.

ON SALE EXCLUSIVELY IN

CHICAGO
Marshall Field & Co.

BOSTON
Thayer McNeil Co.

DETROIT
McBryde's Boot Shop

LOS ANGELES
Innes Shoe Co.

PALO ALTO
Walk Over Boot Shop

OAKLAND
Peters Bros. Shoe Salon

PHILADELPHIA
W. H. Steigerwalt

DENVER
Neustetter's

SALT LAKE CITY
Hunter Thompson Co.

PROVIDENCE
Gladdings

SPOKANE
Gunn and Critzer, Inc.

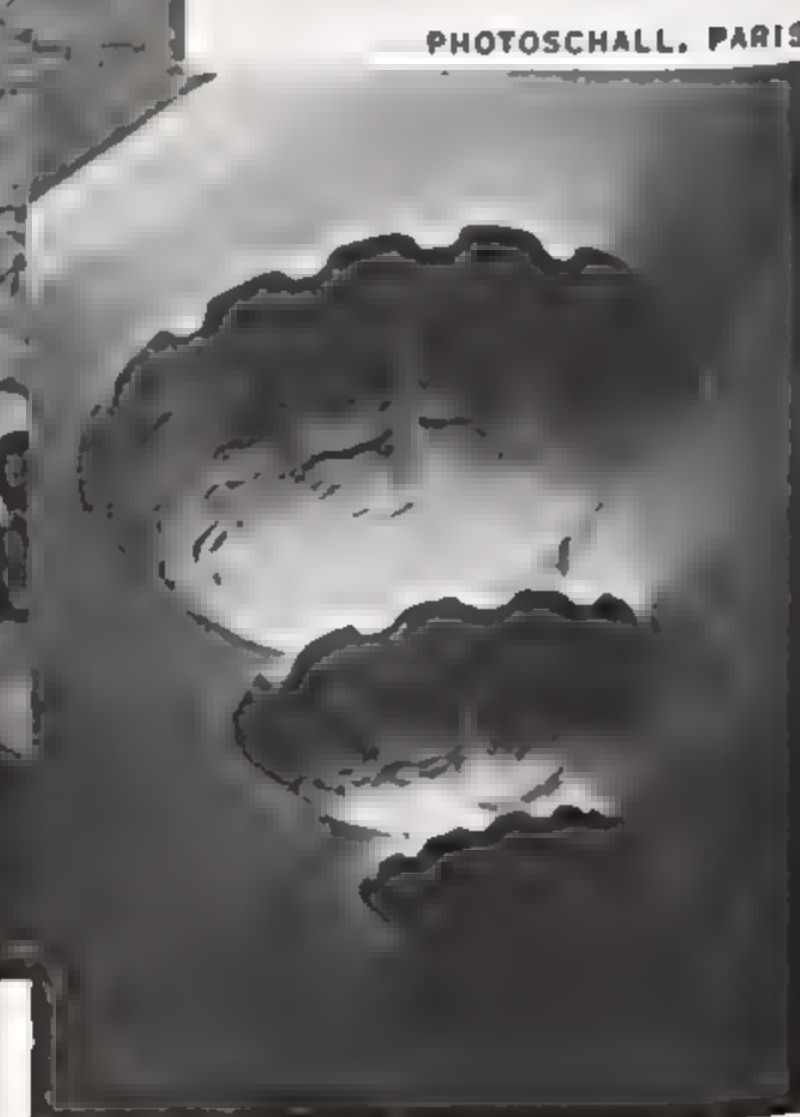
TACOMA
Hill Shoe Co.

SYRACUSE
Park-Brannock

SAN FRANCISCO
Sommer & Kaufmann



MARBLEIZED PAPER ON DINING-ROOM WALLS



PLASTER SHELLS SHED LIGHT

AUTUMN DAYS—NEW WAYS

(CONTINUED FROM PAGE 83)

another living-room, the walls are very pale grey-green, almost white, with a carpet of tufted yellow wool. Here, the furniture is covered with chintz with a brown ground and a pattern in green and orange, while a dull silk striped in green and white has been used for curtains.

Elsie Cobb Wilson believes that the excitements of the past few years have necessitated the calming of her clients by the use of subdued colours, and a very sound idea it seems. Instead of the traditional crimson curtains in a pine-panelled room, she now follows the dim beiges and oranges of an old Ghiordes carpet, developing the whole room in these tones. And in a recent room, she has placed the bed, with a simple mirrored moulding framing the head-board, under a plain canopy of white starred damask. The bed itself is covered with white quilted taffeta. A small adjoining dressing-room is covered with a paper with a pattern of rose-pink lace on a glazed white ground, surmounted by a narrow border of pink and rose plumes. In this room, the lights have been hidden be-

hind crystal feathers in pink and rose, with the most diverting result.

The baroque revival appears in an effective music-room designed by Derek Patmore and shown by Altman. Against a pale blue-green wall, plaster reliefs of musical instruments are massed above the mantelpiece, which itself is framed in plaster baroque mouldings. Over each long French window, an eighteenth-century pediment is surmounted by a plaster bust illuminated from the back; these windows are hung with white taffeta, and the furniture has been planned to set off the superb carpet designed by Nicholas de Molas. This carpet, very modern in spirit, shows an irregular field with musical instruments scattered over it in tones of pale green, gold, and white. Mr. Patmore is also responsible for a series of rooms planned from a palette of Wedgwood colourings, sage-green, plum-black, cane-yellow, grey-blue, and cyclamen-pink, with Wedgwood busts, urns, and plaques used as key-notes, all of which may certainly be called a trend in itself. (Continued on page 110)



THE DINING-ROOM OF THE COMTESSE JEAN DE VOGÜÉ IS LIGHTED BY GLASS JARS ON STONE PILLARS

Figures- are made ... not born

● Panelled Vassarette Girdle... panels, in back and in front, control derriere and abdomen, \$7.50. Vassarette Bandeau, \$2.00.

● Vassarette Panti-Girdle... controls both hips and thighs... garters are detachable, \$7.50. Also available in abbreviated leg, \$5.00. Vassarette Bandeau, \$2.00.

"Underneath it all a Vassarette"

● You're far too reasonable to ask the impossible of any foundation garment. There are some things that even a Vassarette won't do. But how much better you'll like yourself when you see all that a Vassarette will do... and so comfortably. Here is figure making at its best... petal-soft fabric sleeks you into shape and that famous Vassarette Lastex retention holds you there beautifully. Vassarettes for every figure, light or heavy, youthful or mature. Insist on a fitting in the one best for you. Write for the name of the store nearest you. Vassar Co., 2535 Diversey Ave., Chicago.

● Vassarette All-in-One... with new Open-Front Bandeau Top for individual bust control... evening back, \$15.00.

VASSARETTES

AUTUMN DAYS—NEW WAYS

(CONTINUED FROM PAGE 108)

Another extraordinarily beautiful room by Mr. Patmore has been developed from a painting by Renoir, with grey-green walls, a bed in silver-blue, and elaborately draped claret coloured curtains, perhaps to recall Renoir's own period. It is notable that in this entire series of rooms, there is no room entirely in white, which is another sign of the times.

James H. Blauvelt, who collaborated with Donald Oenslager on the decoration of Miss Miriam Hopkins' house in Sutton Place, finds that the period room of the past is distinctly of the past, and that his method of approaching the decoration of a room from its architectural foundation through its functional character and the predispositions of the client is increasingly successful. Thus Mr. Blauvelt uses, against simple uncluttered backgrounds, the minimum of really fine objects, with an effect of clarity and peace. His associate, Mrs. Edward Palmer York, is now at work on the decoration of that new and absorbing venture, the "Bride's School," a complete house being fitted and decorated as a model and school for brides.

Joseph Mullen has achieved effective details in two recent rooms. In the first of these, he has arranged, in a bow-window, an old mahogany port table, semicircular in shape, about which are arranged chairs covered with a beige-and-brown striped material. The walls of this room are very dark brown, and curtains of Indian-red serge complete this intimate corner. Mr. Mullen, too, has invented a variation of the familiar fender-seat. Before a mantelpiece of pickled pine, he has arranged the two corners of a fender-seat, which has been cut away in the centre to take a small round table for glasses and ash-trays. This table is movable, but can be firmly secured in the base of the fender, an ingenious version of the lawn tables that are usually stuck into the turf.

The new suites at the Hotel St. Regis are bright with fresh chintzes and subtle wall colours devised by Anne Tiffany. One suite has its own scheme in a single colour, using all the blues from dark to light; in others, the walls range from palest primrose to pale green, and all retain the dignity of tall French windows and iron balconies.

A subdued gaiety can be seen in all the accessories of decoration. One of the new papers shown by Katzenbach and Warren—it is aptly called "Hussar"—shows a repeated motif, which is nothing less than the frogs and tassels of an Hungarian officer's uniform. Another paper uses spirals of ribbons and closely woven flowers, which wind from floor to ceiling so that the room takes on the appearance of a flowered cage.

DECORATIVE FABRICS

Fabrics, too, are playing with colour; there are still the fawns and beiges of yesterday, but deep tones of plum and fuchsia are to be found in a silk from Howard and Schaffer. This new fabric is smooth of surface, but coarse in weave. Tate and Hall have the superb chintz with huge baroque shells designed by Robert Locher; in this chintz, there are only two shells

side by side across the fifty-inch width, which gives some idea of its scale. Elsie de Wolfe is showing an amazing chenille fabric, obviously usable only for curtains, for the loose strands fall in garlands in the manner of the old-fashioned Austrian blind. Miss de Wolfe has pioneered in the matter of the plaster draperies recently seen in Paris and in London and can now execute those baroque fantasies with which Emilio Terry startled us a year ago. She has even developed a table hung with deep draped valances and fringes, with a bow to the eighteenth century, but rare enough to our eyes to appear completely new. And to finish these baroque modern rooms, this shop has imported the tall indirectly lighted plaster palms which Serge Roche created in Paris. The semicircular variety fits beautifully against a mirrored wall.

OTHER ENLIVENING IDEAS

In furniture and woodwork, much use is made of pickled finishes. Pine and oak are treated with a bleaching process, which leaves them with a satiny surface that is as pleasant to touch as it is to see. This is a method that can be applied to certain of your own old pieces with advantage, as well as the newer pieces that can be bought in shops. Notable, too, is Décor's other capital table, an enormous Doric affair painted white with a black glass or mirrored top. Macy's is using maple for modern furniture, an innovation which takes this neglected wood out of the Connecticut farmhouse at last. Much of the upholstered furniture is designed so that there is no visible wood; in these pieces, the fabric for covering must be very special, since it alone carries the burden of the design.

Among the new accessories, Prendergast is showing a variety of shaggy Algerian rugs thick and uneven in texture in grey-whites and beiges. The Hampton Shops are using in several new interiors a new type of mural panel painted on huge sheets of glass and illuminated from behind. This panel is then set against a mirrored background which reflects the painted pattern of the glass panel. Glass again, this time in the form of feathers, makes an interesting applique at Elsie de Wolfe's. The feather itself, about five inches wide and twelve inches tall, is of cloudy white bubbled glass, accented by a centre stem of twisted clear green glass. Set upright against the wall, its soft luminous light is effective.

And for a final touch, there are those Russian sailors who, under the direction of Gleb Bourianoff (who has sailed the seven seas himself), are knotting and tying away for dear life and producing tie-backs, valances, and edgings of the most exquisite texture and intricate design. The materials used are simple twines and cords, and the textures result from the use of every known form of sailor's knot, including the Japanese, and several that Mr. Bourianoff has invented himself. All this is carried on in a shipshape workroom, which overlooks the harbour, but Elsie Cobb Wilson has these in her rather more accessible shop, having recently used them in various ways, which include the framing of a mirror.

EVERETT GRAY LINSLEY



DESIGNED BY MARION KNAUER

"AROUND THE CLOCK"

A One-piece Dress
by
GOOD SHEPHERD

You have often looked for a dress, so simple, yet so smart, that you could wear it the whole day through and yet feel well dressed. The business woman, whose day is one round of meetings, will recognize at once that this one-piece black bouclé dress is the solution to her problem of what to wear. The white lace stitch vestee and cuffs add a soft feminine touch. The comfortable raglan shoulder line tapers into a long moulded sleeve. The skirt is shorter and wider at the bottom. A suede belt with a fancy buckle subtly augments interest in the dress. Accessories . . . a chic Lily Daché hat . . . gardenias . . . choker pearls . . . you are ready for tea . . . cocktail hour . . . informal dinner . . . svelte, in fashionable black and white.



Ask for the knitting instructions for the Around-the-Clock Dress. Make it of Good Shepherd Bouclé or Chalk Bouclé, following the directions and diagrams to assure success and to facilitate knitting.

Easy to Knit

GOOD SHEPHERD

Fingering Yarns

are indispensable for your knitting and crocheting success. Write for name of your nearest dealer and complete directions. Our Service Department will gladly help you with any of your knitting problems. The Shepherd Worsted Mills, manufacturers of Quality Fingering Yarns, Newton, Mass. N. Y. Showrooms, 1333 Broadway.

You'd NEVER EXPECT THEM TO WEAR the same size stockings..

EVEN IF THEIR FOOT SIZE
IS THE SAME . . .

And they don't have to for Belle-Shar-
meer Stockings are made to fit the small,
the tall, the medium and the plump in
width and length as well as foot size.

Once you've discovered your *leg size* in
Belle-Sharmeer stockings you'll wonder
why you ever allowed wrinkled ankles and
twisted seams to give you complexes.

You'll learn that the secret of really good
looking legs is a stocking that's proportioned
to fit at your heel, your ankle, your knee
and your thigh.

And...short or tall, middling or plump...
there's a *Belle-Sharmeer* proportion that's
perfect for you. Positively glorifying and
highly practical. No pulled-up or doubled-
over tops to start garter runs. No bunched
hems to spoil the effect of your flat garters.

Do be sure to see the brilliant new *Belle-
Sharmeer* colors in *your leg size*. Exclusive
with one fine store in each community. Write
us for the name of the one nearest you.
Belle-Sharmeer Division, Wayne Knitting
Mills, Fort Wayne, Indiana.

• And for gala evenings and active days wear Belle-
Sharmeer Knee-Length Stockings...made-to-fit and
a charming Lastex Lace Garter top holds them sleek.



The FOOT SIZE has a Number . . . The LEG SIZE has a Name

BREV, for small women, is shorter in length, slimmer in ankle.

MODITE, for the average type, is exactly right in width and length.

DUCHESS, for tall women, is extra long and never binding.

CLASSIC, for the more generously proportioned, is fashioned wider from ankle to hem.

\$1.00, \$1.35, \$1.65 and \$1.95 a pair

Belle-Sharmeer
S T O C K I N G S
designed for the individual



PALTER DE LISO

has the honor to announce
the stores throughout the world
from which you may obtain—

Charcoal Suedes
1935 Autumn Shoe Collection

Marshall Field & Co.	Chicago, Ill.
Pack-Wolin	Detroit, Mich.
Famous-Barr Co.	St. Louis, Mo.
The H. & S. Pogue Co.	Cincinnati, Ohio
The Blum Store	Philadelphia, Pa.
Kaufmann's	Pittsburgh, Pa.
The Halle Bros. Co.	Cleveland, Ohio
Neiman-Marcus Co.	Dallas, Texas
Harzfeld's Inc.	Kansas City, Mo.
Neusteter's	Denver, Colo.
Blach's	Birmingham, Ala.
J. P. Allen & Co.	Atlanta, Ga.
H. Liebes & Co.	San Francisco, Cal.
The May Co.	Los Angeles, Cal.
Charles Kushins Co.	Oakland, Cal.
Frederick & Nelson	Seattle, Wash.
Roy H. Bjorkman Inc.	Minneapolis, Minn.
Levy's	Memphis, Tenn.
O'Neil & Co., Inc.	Baltimore, Md.
Imperial Shoe Store	New Orleans, La.
The M. O'Neil Company	Akron, Ohio
The Wm. H. Block Co.	Indianapolis, Ind.
Flah & Co.	Syracuse, N. Y.
Thalhimer's	Richmond, Va.
G. Fox & Co. Inc.	Hartford, Conn.
Wm. Eastwood & Son Co.	Rochester, N. Y.
R. H. Stearns Co.	Boston, Mass.
Bonwit Teller	New York City
Marjorie Castle, Ltd.	London, England
David Jones, Ltd.	Sydney, Australia
B. Rich's Sons	Washington, D. C.

SHOP HOUND

(CONTINUED FROM PAGE 102)

costumes, and tried to work out accessory combinations based on the actual colours and material of the costume, without recourse to memory work. But they have had to cover endless mileage and suffer many heartaches. For them, the news of Saks' Ensemble Centre will be definite proof that the dawn always comes if you wait long enough. For this Centre will assemble and harmonize all your accessories with one eye on the material of your costume; it will have swatches of material taken from every dress and suit that is for sale elsewhere in the shop, or you can bring your own. Either way, the elements of chance and the wear and tear on shoe-leather are entirely removed. One of the efficient young ladies in charge will help you plan the fabrics and colours of your accessories, or will make it incredibly easy for you to carry out your own ideas. If what you want isn't on hand in the Centre itself, some one will guide you to the particular counter where it can be found, or will have it made for you. These obliging ladies will even amass flowers, one by one, and make them into exactly the kind of bunch you need to go with a particular dress. The atmosphere in the Ensemble Centre will be both informal and luxurious; as for the service it offers, luxurious doesn't begin to describe it.

• When a blouse is good, it is very, very good; and a very, very good blouse can make you look like all ten of the Ten Best-Dressed Women of the World, even though your skirt may just get under the wire. If your blouse is from Bourie Blouses, Inc., 485 Madison Avenue, you can get away with almost any decently well-fitting skirt, because all eyes will be riveted on your torso. The talented Frenchwomen who have made this establishment what it is don't spare themselves any work when they're making your blouse; and their designing is as clever as their needlework is exquisite. They have all kinds of stimulating new fabrics for autumn, some of which they showed me; a satin that hasn't an ounce of silk in it; a woollen polka-dotted in silk; a velvet that washes; a double silk that looks like wool; and uncrushable velveteens, crinkled silks, heavy silky seersuckers, incredibly sheer woollens. But even these, for all their heavenly colours, couldn't distract my attention from the wonderful workmanship of the blouses themselves. Adjustable collars are practically the *spécialité de la maison* here; you can have the collar of your blouse made so that it can be arranged any number of ways, all of which will be flattering. But the black magic isn't confined to collars; these designs do things with stripes to make your shoulders look broader or more sloping, and things with points to make you go in or out at the right places, and indescribable things with the bias. Everything, down to the last stitch, is constructive. The prices range from about \$15 to \$75.

• There are still a few things, in this machine-mad age, that have to be done by hand, and done painstakingly, too. One of these is reweaving, and it's always seemed to me pretty miraculous that it can be done at all. The French

American Re-Weaving Company, at 102 West Fifty-Seventh Street, is one of the oldest reweaving establishments in the city and has brought the art as near perfection as it can be brought—which is near enough for anybody who hasn't got a microscope. They explained to me that the whole thing started in French and Belgian woollen mills, still the best places to learn it. The girls in these mills have to know how to reweave erring threads that can't be taken out without ruining several miles of wool fabric. Some of them branch out into mending holes and start practising on other fabrics besides woollens; eventually, the best ones migrate to Paris, or London, or New York. As a result, the days are past when you howled like a mad thing on finding that you'd burnt a hole as big as a house in your best tweed skirt. Now, all you have to do is trot your singed skirt, or your torn dress, or your husband's elbowless (and favourite) coat, over to the French American Re-Weavers. When you get the thing back, you'll probably glance at it to see how much the mend shows; and after finding that it doesn't show at all, you'll end by pawing frantically over it, trying to remember where that cigarette hole was anyway.

• Abercrombie and Fitch, bless their hearts, have two marvellous new games; whether you like them as much at the end of the evening as you did in the beginning depends upon the fickle Laws of Chance. One game, imported from England, is a spirited affair called "Hey Presto!" that involves chips, odds, a banker, and a sliding platform that spills your bets off onto red or white squares. Red squares are good news, and whites aren't, but it's all so fast and furious that you can't brood over your losses, if any. The game costs about \$6, in an extremely good-looking wooden case. The other game is called Chinese Roulette, and is guaranteed to corrupt even guests who think gambling is the road to perdition. There's a board with twenty-one compartments, and a pack of numbered cards—including a Dragon card which causes all the trouble. The odds vary according to whether you bet on colours, numbers, or the elusive Dragon, and things get almost unbearably exciting as the cards are turned up. This game costs around \$2.

• Onyx is a thing that gets copied so often and so unsuccessfully that you forget how beautiful and opulent-looking it really is. Altman has some cigarette boxes that are made of honest-to-goodness onyx, and have given me a yen for onyx that I wouldn't have thought possible before I saw them. There were some red-veined ones that were both handsome and well-travelled; the onyx originally came from San Luis, in the Argentine, was shipped to Belgium, where the best onyx-workers grow, and then shipped back to this hemisphere. Then there were some green-and-white ones—made of onyx that began life in Mendoza, in the Argentine, too—that should have no difficulty in finding good homes. (Continued on page 114)



designed by Palter de Liso
Exclusive in New York
with Bonwit Teller

Charcoal Suedes



From Maine to California, from England to Australia, Palter de Liso shoes are sold in the best shops only. This fall, the charcoal suedes are particularly noteworthy. It is in the handling of a perennial favorite such as black suedeskin that the Palter designing genius is self-evident. The new collection has quiet elegance, exclusiveness—and the sure touch of a great bottier. Illustrated: Top, new high-throated sabot, 14.75 Center, Abyssinian Oxford, 15.75 Bottom, anthracite-and-charcoal, 12.75.

smart woman's angle

Bonwit Teller

FIFTH AVENUE AT FIFTY-SIXTH STREET

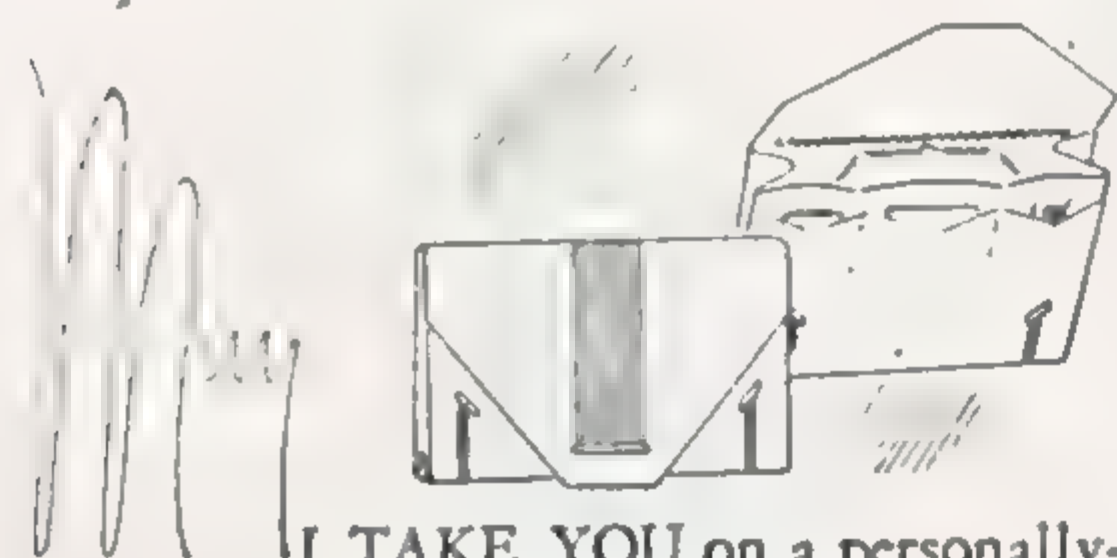


TALES OF Rolfs

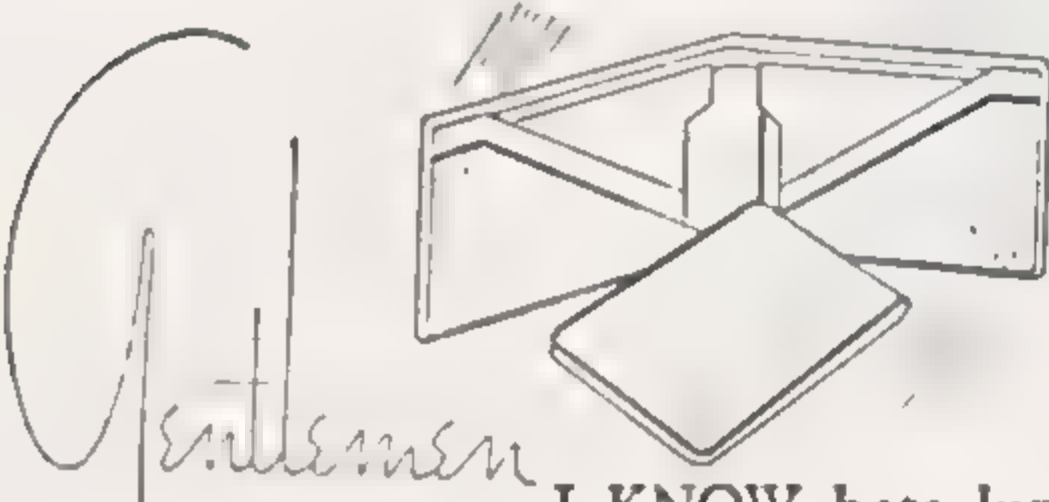
BY COLETTE

LA GARDE HANDBAGS & MEN'S LEATHER GOODS

It's a mystery to me why famous houses so often keep mum about some of their finest things. Here's an example: For years I've insisted you couldn't find more smartness, real quality and convenience than you do in La Garde handbags. Yet just recently I discovered that they are made by the House of Rolfs, the people who make those faultlessly-tailored billfolds for men.



I TAKE YOU on a personally-conducted tour of a new Rolfs La Garde bag? If we duck in under the leather-lined flap we see compartments for your billfold, key case, mirror, and comb. And here is the zip-closed expanding pocket, equal to any occasion. Outside again, view the fine pin calf exterior and the swank metal trim. You can tour your own Rolfs La Garde for \$10... And you can explore the entire Rolfs La Garde offering in all the better shops.



I KNOW hate lumps and bulges in their tailoring. But the bulky wallet still stumps them... until someone makes them a present of a Rolfs billfold. That settles the question. Currency, driver's license, cards, and very nearly all of a man's loose trappings slip into a Rolfs billfold flat and smooth. You might choose one in calf, Morocco, ostrich or pin seal... at any price from \$1 to \$10. Single-fold, double-fold, or matched sets.



ENGLISH MOROCCO has always been a weakness of mine... one touch and you'll know the reason why. I can't see how any man could resist this Rolfs pocket case! It not only holds his letters, but his identification and calling cards. And there's a zip-sealed currency pocket, too. The price is almost ridiculously low—\$3.50.

Rolfs

330 FIFTH AVENUE NEW YORK CITY
LA GARDE HANDBAGS • MEN'S LEATHER GOODS
\$5 to \$30 \$1 to \$15



• Black cloth, trimmed with black calfskin, a broad calfskin strap, and chic lines make this Premier street shoe live up to its name; Lord and Taylor. The lively brown of "Coppertone," a Berkshire silk stocking, will set it and your dress off to perfection; Best

• Another Premier street shoe—this time, a sleek black calf pump that manages to be smartly appropriate for any town activity; Altman. Wear it with Kayser's stockings in "Wine Tone," a rich brown to complement the new rich colours; Bloomingdale's

SHOP HOUND

(CONTINUED FROM PAGE 112)

All the boxes have bronze hinges that lend the final touch of richness and rarity, and bronze monograms are put on without extra charge. The prices range from around \$18.50 to \$22.50, according to the size of the boxes.

• Bonwit Teller has a new tailored shirt that comes all wrapped up in Cellophane, fresh and pure as a man's shirt returning from the laundry. It's the successor to their far-famed Haberdasher shirt, and—even without the Cellophane—is alluring, with its convertible collar and yoke across the back. The material, a DuPont Rayon that feels like wool, is yclept "Camel-spun," and the colours are fruity and seasonal—wine, rust, green, brown, and plum. The shirt costs about \$5, and you can have any kind of monogram put on anywhere for a small extra charge. Speaking of monograms, Bonwit Teller has a wide suède belt that ought to

satisfy the most egotistical monogram-addict. It has two buckles in front; between the buckles is a wider expanse of suède; and right in the middle of the expanse is a little square window into which three initials can be slipped. The belt costs around \$1.50 and the initials, about 25 cents each. One belt leading to another, I saw some belts that were made to be worn with sweaters and should have been invented ages ago. They're of knitted fabric, dyed in all the best sweater colours, and have shiny harness-buckles, all for around 75 cents. And I spotted a distingué but cozy turtle-neck scarf to tuck inside the collar of your new suit and finish it off with a flourish. It's of terribly thin, terribly light jersey, in soft, flecked pastel shades, and can be initialled with appliquéd leather initials at a slight extra cost. It buttons unobtrusively at the back of your neck and costs about \$3.

ANSWERS TO CORRESPONDENTS

ANY reader can obtain from Vogue Information Service answers to questions on social conventions, customs, and matters of etiquette; on costume and fashion; on household decoration; on shops dealing in merchandise of interest to Vogue readers; and on other subjects that fall within the scope of this magazine.

RULES FOR CORRESPONDENTS

(1) The name and address must be legibly written or printed at the beginning or end of every letter.

(2) In order to answer all inquiries promptly, Vogue suggests that as few questions as possible be asked in any one letter; a reply may be delayed because of totally unrelated questions, any one of which may require a considerable amount of research to answer it adequately.

(3) Unless requested to keep a reply confidential, Vogue is privileged to publish any inquiry and answer that it considers of interest to its readers.

Mrs. J. C. H.: When a bereavement occurs in a family that I know very well, I should like to express my sympathy in some other way than simply sending flowers to the church. Is there some less formal way of showing sympathy without seeming obtrusive?

Ans.: A gesture of sympathy that is neither formal nor obtrusive is to call at the house of the bereaved family and send in your card, with a few words of condolence written on it. This shows both kindness and consideration, since you have taken the trouble to call in person, but have not asked the family to make the effort to receive you. If the funeral is to be at the house, and you are sending flowers, you may cross out your name and write a short message on your card; but never if the flowers are going to a church. Regardless of which member of the family you know best—your flowers should always be directed to the one most closely connected with the person who has died, or to whoever may be considered the head of the family. (Continued on page 121)



ESSENCE IMPÉRIALE RUSSE
ON SALE

NEW YORK

Saks-5th Avenue
Bonwit Teller
Lord & Taylor
B. Altman
Franklin Simon
Stern Bros.
McCreery
Bloomingdale's
Arnold, Constable
Oppenheim, Collins
Wanamakers
Saks-31th Street
Loebers

NEW YORK PHARMACIES

Dorb the Chemist
Athletic
Beaux Arts
Boghen
Breitenbach
Buckingham
Fifth Avenue Chemists
Fraser Drug Stores
Haus
Larimore
Munsch & Co.
Munsch-Protzmann
Wm. McNally
Newton
Royalton
J. E. Thomas
Tudor City
Weylin
Windsor

NEW YORK HOTEL

PHARMACIES

Ambassador
Plaza
Ritz Carlton
St. Regis
St. Moritz
Waldorf Astoria
Mayflower

NEW YORK SPECIALTY SHOPS

Alfred Dunhill
Nat Lewis
Mary Walls
Mme. Lichtenstein
Harriet Kummel
Gabrielle France
Mme. Caldor
Hotel Pennsylvania Gift Shop
Russian Tea Room

NEW YORK BEAUTY SALONS

J. Schaeffer
Bernard az Guro
Hotel Madison
The Beautifier
Emile et Paul
Georges 5th Avenue
Charles & Emil
Maurice, Hotel Wyndham

CHICAGO

Marshall Field
Carson, Pirie, Scott
Mandela
Saks-5th Ave.

PHILADELPHIA

Wanamakers
Strawbridge & Clothier

BOSTON

W. Filene's Sons Co.
Jordan Marsh

CLEVELAND

Halle Bros.
William Taylor Sons Co.

DETROIT

J. L. Hudson
Scheitler Drug Co.

NEWARK

Bambergers

PITTSBURGH

Joseph Horne Co.

CINCINNATI

H & S Pogue

WASHINGTON, D. C.

Woodward & Lothrop
Julius Gardinckel
Jelleff's
Russina's

ST. LOUIS

Seruggs, Vandervoort-Barney

MILWAUKEE

T. A. Chapman
Gimbels

KANSAS CITY

Harzfeld's

HARTFORD

G. Fox

LOUISVILLE

Stewart Dry Goods

ST. PAUL

Fleld-Schlick

COLUMBUS

F. R. Lazarus Co.

DALLAS

Neiman-Marcus

DENVER

Daniels & Fischer

PORTLAND, OREGON

Meier & Frank

CALIFORNIA

I. Magnin Co.—
Hollywood, Montecito, Pasadena, Los Angeles, Coronado, Oakland, San Francisco, Santa Barbara, Del Monte, Seattle, Wash.



ILLUSTRATION OF CATHERINE'S CORONATION BY COURTESY OF HAMMER GALLERIES, N. Y.

THE LABEL ON THE BOTTLE CONSISTS OF SECTIONS OF THE CORONATION GOWN OF CATHERINE THE GREAT AND THE STAINED GLASS WINDOWS AND ICONS OF THE CATHEDRAL IN WHICH THE CORONATION CEREMONY WAS PERFORMED.

WITCHCRAFT . . .

INTRIGUE in the Imperial days of Russia was not confined to diplomacy alone. Plot and counter-plot were often motivated by romantic rivalries, by the battle of the senses. Subtle weapons were employed—frequently vials of fragrance. Contests waged in secret laboratories for the most alluring perfumes.

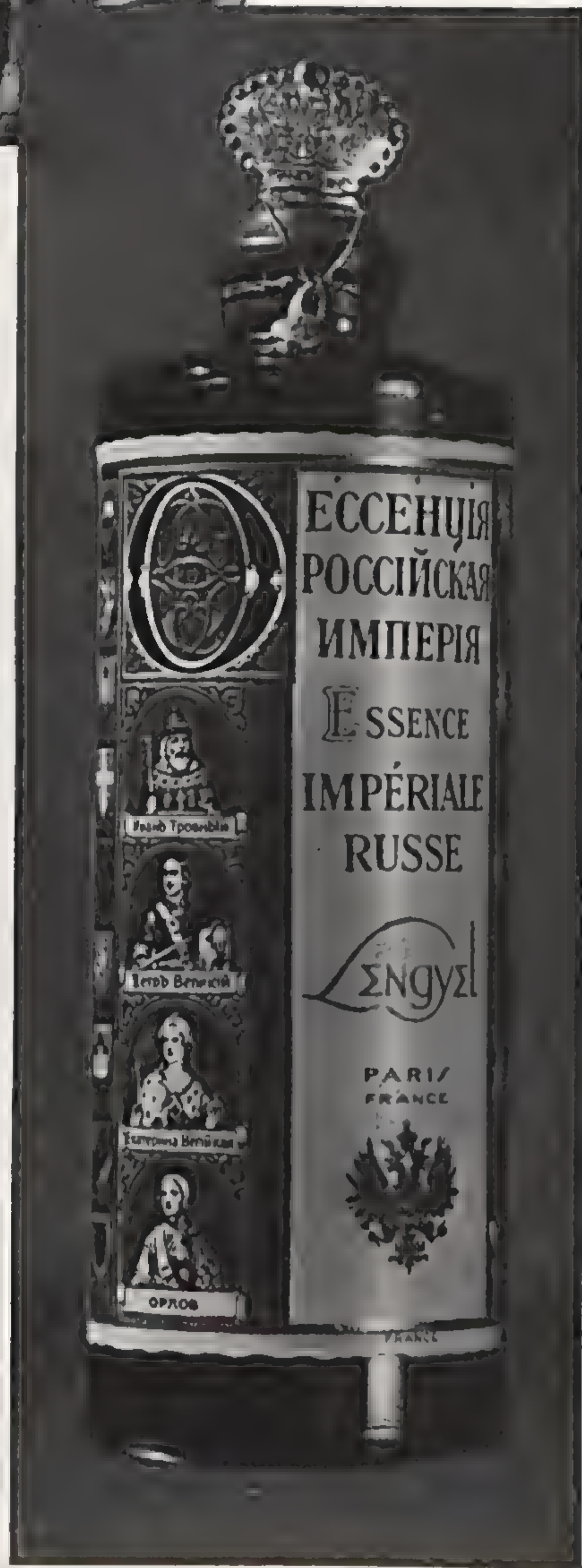
In the course of such competitions, a young chemist created ESSENCE IMPÉRIALE RUSSE. The havoc produced among palpitant lovers eventually caused, through heartless intrigue, his banishment in 1733, on the charge of witchcraft.

But the product of his genius survived and was the favorite perfume of Catherine the Great and the most beautiful ladies of her entourage. It is with pride that the descendants of the original LENGYEL now present ESSENCE IMPÉRIALE RUSSE to America.

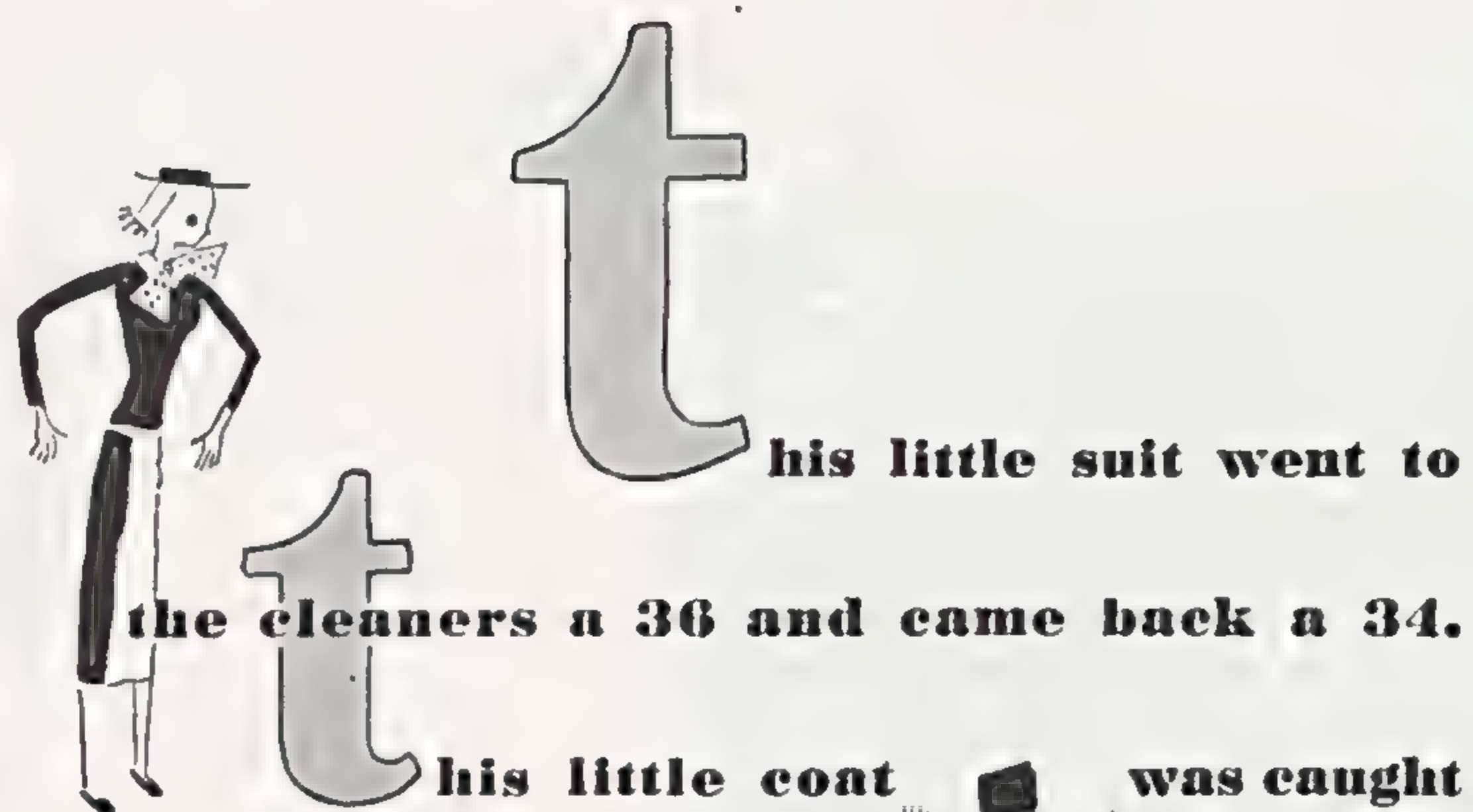
Intoxicating! This is a fragrance as heady as champagne. Indeed, no wine can duplicate the thrill of ESSENCE IMPÉRIALE RUSSE. For two hundred years the loveliest ladies of the brilliant Russian Court found this to be so. Its use by Catherine is significant, when one recalls her influence over people, and how she summoned every aid for power. This lovely essence is now available to the glamorous ladies of America who desire even more allure.

ESSENCE IMPÉRIALE RUSSE has a dual personality. Used lightly by day, it has a sparkling, refreshing quality. When used with greater abandon at night, it is rich, exotic—provocative.

It is truly an essence—an eau de cologne *plus*, with a light overtone and a rich undertone—which creates an aura contributing definitely to a woman's charm or personality—the very root of beauty.



LENGYEL (Pronounced Len-jel) PARIS: 6 CITÉ PARADIS • NEW YORK OFFICE: 244 FIFTH AVENUE
1733 ST. PETERSBURG 1917 BUDAPEST 1926 PARIS 1929 NEW YORK



his little coat was caught in a shower and lost several inches of its length overnight . . . If you have wondered why some of your clothes are never the same again after a cleaning

or shower, let us tell you that 40% of the woolens and worsteds used in suits, coats, and dresses have NOT been properly PRE-SHRUNK and FINISHED . . . To guard against it, make sure the clothes you buy have been

TEXURIZED PRE-SHRUNK PROCESSED

Then you'll know in advance that the fabric used in them has been properly pre-shrunk and finished to give you the service you

want and should get in quality coats, suits and dresses.



Look for this TAG on the garments you buy. It is a numbered, registered CERTIFICATION OF ASSURANCE placed upon garments by careful manufacturers and featured for your protection by better stores. It is the mark of the TEXURITY GUILD, 1450 Broadway, the association of New York's leading shrinkers and finishers.

GROUNDWORK FOR AUTUMN

• The Arnold shoe that you see at the right has everything you want in footgear for the country: comfort, sturdiness, and rugged chic. It's called "Ascot," and it's of bucko, in a country brown; Best. With it, wear Vanity Fair's silk stockings in "Paprika," a warm brown for autumn costumes; Arnold Constable



• You can pull this walking shoe on or off in a split second—there's a slide fastener instead of laces or straps. It's a "College Bred" by E. P. Reed, of brown suède and alligator, with a medium low heel; Stern's. It's a shoe to wear with town and country woollens—and with Gotham's stockings in golden-brown "Mandalay"; from Wanamaker



• Julian Kokenge's "Amador" is off to college, for sports and campus wear. This shoe is of brown calf, with metal eyelets and stitches parading up the instep. The heel is low enough for walking or golfing, yet there's plenty of arch support; Foot Saver Shop. Art-craft's "Congo," a bronzed-toned stocking for greens and browns, is smart with it; Best



• Colour goes down to your feet this season. Here we see it in a handsome peasant shoe called "Jungfrau," made of scuff-proof reversed calfskin, green as a Swiss forest and fringed with brown. It's high over the instep, with casual lines and a heavy sole. Perfect for classes, because it hugs your foot as comfortably as an old glove; from Walk-Over



• This beige-and-brown bucko walking shoe, Arnold's "Britisher," will carry you over eighteen holes of golf with the greatest possible comfort. It has a medium leather heel, and it's good-looking enough to wear anywhere around college; from Best. The "Varsity," a lightish brown stocking by Phoenix, fits in perfectly with sports clothes; from Stern's



• It's only a step from the campus to the football game or the city shops, in this medium-heeled, wide-strap alligator shoe. A classic like this shoe—that is rugged enough for any number of train trips, smart enough to complement your newest town tailor, and comfortable enough for walking in the country—is indispensable; Florsheim



PECK & PECK

Tyrolean Triumph in Chatham Tweed!

Old Emperor Franz Joseph made Tyrol costumes famous - young Lanz of Salzburg made them the talk of modern fashion!

Now smart Peck & Peck introduce these Lanz costumes, with their provoking imperial-peasant flavor, to the new fall suits.

The suits are authentic and exclusive Chatham tweed - the styles from the imported stag horn buttons, to the contrasting collar and pipings, are authentically and delightfully Tyrolean!

Suit in brown, rust, green, \$45.
Raglan coat with pipings and horn buttons to match, \$45. Imported Tyrolean hat, \$8.75.

PECK & PECK - 5th Ave., N. Y.

PHILADELPHIA • MINNEAPOLIS • WHITE PLAINS
BOSTON • DETROIT • CHICAGO • CLEVELAND

When you're Going Places—

WEAR A DUNLAP!

● Whether you're going across continent, back to college, or just to the country for a week-end, Dunlap hats make smart "traveling companions"... and their youth definitely adds spice to your tailored wardrobe. All the newest fall colors in felt. Left: The Dunlap Wanderer*, \$7.50. Right: The Dunlap Traveler*, \$12.50. *TRADE-MARK

BEST & CO. are the exclusive agents for Dunlap hats in New York, Brookline and Ardmore.

By the Celebrated Man's Hatter

DUNLAP & CO., Inc.
NEW YORK

Agents in Principal Cities

OPPEE

A Typical Scene at KERR'S in Oklahoma City...



Wherever ^{Mis}Simplicity* is shown it creates enthusiasm

MisSimplicity* actually corrects figure and posture faults, while it moulds your figure to smart, fashionable lines. The elastic back straps pull diagonally to uplift the bust and flatten the diaphragm and abdomen. The hip panels are of Fastidia,** a Gossard elastic that looks hand loomed, yet is strong enough to reduce your measurements by inches. Model 6676 (photographed) is of batiste with an uplift of lace.

*Reg. U. S. Pat. Off. No. 1,859,198
**Reg. Trade Mark

The GOSSARD *Line of Beauty*

THE H. W. GOSSARD CO., Chicago • New York • San Francisco • Dallas
Atlanta • Toronto • Melbourne • Sydney • Buenos Aires

STEPPING INTO AUTUMN CHIC



• This brown bucko walking-shoe, with its military lines and shiny brass eyelets, is right in step with the new "Guardsmen" trend in autumn fashions—and, appropriately, is called "Cadette." It's simple enough to wear with tweeds and comfortable enough for a paper-chase. From Stetson



• When you put patent leather trimming on a suede shoe, you immediately give it that touch of formality that marks it "afternoon." This afternoon pump has graceful lines and a little peak over the instep to give it added chic, and it's smart for luncheon, a matinee or a movie, and for tea afterwards. It is available from the Arch Preserver Shops



• Another afternoon shoe, with just enough formality and just enough festivity—a town shoe that provides the perfect finishing touch to your new black dress. It's Blue Ribbon's "Naturalizer" step-in pump, of black suede, with classic, sweeping lines, a high heel, and a high-cut instep. The only ornament is a huge silver buckle; from Bloomingdale's



• Slip into this practical E. P. Reed shoe, and you're shod for almost any sort of off-campus activity. It's a "College Bred," of kid, with a dark suède centre and a buckled strap; Cammeyer. Perfect with it is Van Raalte's dark-toned "Bali," a true-brown stocking that blends with dark ensembles or wool dresses for traveling or town; McCutcheon



• Iridescent black kid and smooth black suède—combined with a high heel and a chic high cut—make Selby's "Biska," an afternoon pump that will go places. Wear it with your slightly formal daytime dresses, for luncheons, matinees, tea-dancing, cocktails, and even informal dining and dancing later in the evening. This shoe is from Altman



• Here's a centre-strap shoe that is at home on any crowded street and becoming with any street or travelling costume. It's called "Pola," and it's of punched brown calf, as well and as sturdily made as a fine saddle, with a narrow heel and clever crossed straps over the instep that make you forget it's as practical as it is smart. Walk-Over has this

ANDERSEN

DECORATOR'S LOG

ZOO enthusiasts be advised that Philip Suval of 823 Madison Avenue and 280 Park Avenue has about as amusing a collection of porcelain and pottery animals as you're likely to see anywhere. Signed Whieldons and Woods stand about as casually as though they weren't priceless specimen pieces. One of them, Ralph Woods' "Prancing Horse," would make the perfect gift for the horsey friend who's about to be married (that is, if you like him about \$1800 worth). For the kennel-minded, there are the most attractive contemporary dogs (most breeds), by Aline Ellis. These cost about \$65. The game birds that seem poised for flight have been done, and beautifully, by the Misses Sleight and Simpson, and cost about \$15. Salt glaze cats and Staffordshire song-birds (these are old) range from about \$65 to several hundred dollars.

If you're bored with our "dumb friends," have a look at some Gwendolyn Parnell figurines and the A. M. Roper cottages, both modern and really good. You'll find that the price (for they range from about \$75 to \$375) and the quality compare very favourably with some of the nicer old pieces and give promise of turning into distinguished collector's items. Philip Suval is a boon, not only to porcelain fanciers, but to all English eighteenth-century addicts.

- Why not paper the inside of some of your closets, particularly in your country house? The idea's gay, fresh, and inexpensive, if you know your way about. For designs that are non-commercial and spirited, yet within a price range that's attractive, go to Thomas Strahan, at 417 Fifth Avenue. You'll start by considering papers for your closets and end by wanting them all over the house.

There are quantities of delightful papers—classical ones that are not stereotyped, modern ones that are not fantastic, and handsome ones that are not fancy. The prices start at about \$1 a roll and increase moderately as the papers become more elaborate.

- Rose Cumming (at 515 Madison Avenue) has assembled a collection of French and English chintzes, exclusive with her in this country, that will leave you breathless—and a little disheartened over not being able to toss out most of those you own. There isn't a poor chintz in the lot, and the majority of them have a verve, a freedom of design, and a vividness of colour that distinguish them from most patterned linens and cottons. They range from about \$4 to \$22 a yard, depending on the quality and width.

Miss Cumming's curtains are superb, but for the adventurous spirit who thinks it might be fun to buy the material and have a go at it herself, there are all the trimmings on hand. Every kind of English cotton tape is stocked, and there are exquisite fringes that have been reproduced from old documents.

For the formal town house, there are taffetas, bourettes, damasks, and brocades that will take you back to the most lavish period in the history of the French court—but that is another story for another day!

- Nancy McClelland has such an unerring instinct for wall-paper design that she not only operates her own business at 15 East Fifty-Seventh Street, but furnishes designs to other manufacturers of wall-paper who discuss her contributions in hushed accents.

The papers in her own shop are not commercial either in quality or price. They start at around \$6 a roll and progress to \$12. Others are sold by the sheet and range from about \$2 to \$15 a strip. All of these papers are either hand-blocked, hand-painted, or in designs exclusive with Miss McClelland.

Her faience designs for flower rooms are a triumph. The designs are done by hand in clean, luscious colours and will make the most simply accoutred flower room seem equipped to the hilt.

In this shop, too, there are overdoors for French rooms, cornices, and simulated woods for English ones, panels done in the Chinese manner, and even borders and dados of every description.

- Ruth Campbell Bigelow (at 870 Madison Avenue) is the answer to the weary woman's prayer. She will take complete charge, if you like—beginning with the architectural changes you want made in your house and ending, if you're ill, tired, or just lazy, with engaging a competent staff of servants for you. (Not that the problem of domestics is one she particularly likes solving.)

Her taste is subtle and distinguished, and she draws principally on old furniture and old fabrics for her best effects. She has a quantity of delightful wall-papers, fabrics old and new, several very special panelled rooms, fine old mantels, and a stunning drum table, and although she is primarily a decorator, she does sell the things in the shop individually, upon being urged. You'll be charmed with her colour combinations. She dares to put things together that most people wouldn't so much as try. Invariably the combinations are successful.

- Perhaps you have magnificent floors, great wide pine or oak boards, pegged together and waxed until you can see your reflection in them. Surely then you won't want to hide all that glory—you'll want scatter rugs—fine, antique ones that will lend colour to your room. If you do, and the house is Colonial in feeling, Mrs. Schernikow (at 870 Madison Avenue) has the goods! Literally hundreds of hooked rugs, one lovelier than the other, are piled high on the second floor of her shop. There are Canadian ones, done in subdued colours, New England examples in brighter shades, some worked on homespun, others on wool, still others on shirting—done on any bit of material that happened to be in the house at the time. Whether your purchase involves about \$12 (which is her least expensive rug) or around \$5000 (for which you may own the finest hooked carpet she has ever seen), Mrs. Schernikow takes an absorbing interest in your needs. You'll get as handsome a hooked rug here as you can afford to buy.

"A FABRIC CREATED OF CROWN RAYON...IT'S TESTED!"



Going places

THE girl who knows her fashion looks for the Crown Tag when she buys...It means a fabric superb—created of Crown Rayon, laboratory tested and approved for complete wearing satisfaction...This little fascinator, with its front flare skirt and dramatic sleeves...topped off with jewel buttons, is of STRIPACA, a new woolly alpaca-type crepe. Renaissance Colors...Black and Brown. Sizes 12-20. Price 29.75.



B. ALTMAN & CO. in New York City. Also—The Blum Store, Philadelphia; L. L. Berger, Buffalo; Frank R. Jelleff, Inc., Washington, D. C.; E. T. Slattery, Boston.

AUTUMN ENTREE

by *L'Aiglon*

Your first fall frocks—in Seal Crepe—need cost you very little if you select them from the many new L'Aiglon models • Seal Crepe, woven of Enka rayon, that fine quality flat crepe known to so many women, is a particularly successful choice for frocks that receive hard wear—and frequent washing.



A shirtwaist frock is always good . . . this is better than most. A new check, nicely tailored. Pearl buttons on the waist and pearl link cuff buttons. Brown and gold, green, blue or red. 14-40. . . . **\$5.95**

Oversized dots on a dark background carry a lot of dash. Fine tucking on the blouse, very wide sleeves, translate the new softness. Navy, brown, black and Dubonnet with white. 14-20. . . . **\$5.95**

L'Aiglon Frocks are sold by representative stores all over the country.
If you have difficulty in buying them, write to

BIBERMAN BROS., INC.
1350 BROADWAY • NEW YORK CITY

HARVEST FROM THE SHOPS

OUTSIDE OF NEW YORK, VOGUE'S SELECTION
FOR YOUR AUTUMN WARDROBE (SEE PAGES
86 TO 91) ARE IN THE FOLLOWING CITIES

ABILENE, TEXAS ERNEST GRISSOM, INC.
BALTIMORE, MARYLAND HUTZLER BROTHERS COMPANY
BOSTON, MASSACHUSETTS JAYS, INC.
CALIFORNIA I. MAGNIN AND COMPANY
CHICAGO, ILLINOIS CARSON PIRIE SCOTT AND COMPANY
DALLAS, TEXAS NEIMAN-MARCUS COMPANY
DAYTON, OHIO THE ELDER AND JOHNSTON COMPANY
DENVER, COLORADO THE NEUSTETER COMPANY
HOUSTON, TEXAS LEVY BROTHERS DRY GOODS COMPANY
INDIANAPOLIS, INDIANA L. S. AYRES AND COMPANY
JACKSONVILLE, FLORIDA COHEN BROTHERS
LOUISVILLE, KENTUCKY KAUFMAN-STRAUS COMPANY, INC.
LYNCHBURG, VIRGINIA C. M. GUGGENHEIMER, INC.
MILWAUKEE, WISCONSIN T. A. CHAPMAN COMPANY
NASHVILLE, TENNESSEE TOWN AND COUNTRY SHOP
PHILADELPHIA, PENNSYLVANIA BONWIT TELLER AND COMPANY
SAINT LOUIS, MISSOURI SCRUGGS-VANDERVOORT-BARNEY
DRY GOODS COMPANY
SCHENECTADY, NEW YORK H. S. BARNEY COMPANY
SEATTLE, WASHINGTON I. MAGNIN AND COMPANY
SOUTH BEND, INDIANA GEORGE WYMAN AND COMPANY
SPRINGFIELD, ILLINOIS R. F. HERNDON AND COMPANY
TULSA, OKLAHOMA THE VANDEVER DRY GOODS COMPANY, INC.
WASHINGTON, D. C. JULIUS GARFINCKEL AND COMPANY

FEET FIRST INTO AUTUMN



• The afternoon pump at the left is of black suède, with a patent leather strap around your instep; a Rice-O'Neill shoe from McCreery
• Next in line, a black suède street shoe by Jacqueline. High cut and side lacing make it chic, a medium heel makes it practical; Emily Shops
• Brown suède and brown calf make the Vitality centre-strap shoe, at the lower left, smart for street wear; Saks-Thirty-Fourth Street
• Below is Red Cross' version of a shoe classic—the stitched calf street shoe, with a wide strap; McCreery

ANSWERS TO CORRESPONDENTS

(CONTINUED FROM PAGE 114)

Miss M. H. J.: I am planning to take a cruise along the east coast of South America this autumn, stopping on the way home to visit friends in Buenos Aires for a few weeks. Can you advise me as to the best sort of wardrobe to take?

Ans.: Bearing in mind the high temperatures which you will encounter in South America at this time of year, you should select your wardrobe with an eye to coolness and washability above all else; and it should consist largely of sports clothes. To wear on shipboard during the cruise itself, take plenty of cool, sleeveless sports frocks; at least two bathing-suits; shorts and slacks for deck sports; several semi-formal evening dresses, of printed chiffon, or anything cool and light, with separate jackets or capes for dining ashore; one or two gala evening dresses, and a short evening wrap. For sightseeing and shopping in ports of call, several spectator-sports ensembles and at least one tailored washable suit will be indispensable—and don't forget that you need comfortable walking shoes and a wide-brimmed sunshade hat as well. Then, of course, rubber-soled sports shoes for deck games; evening slippers and bags to match your gowns; plenty of washable gloves, and sports handbags with washable covers, for sight-seeing trips; a tweed travelling coat, a thin, light rain-coat or cape, and an umbrella. In Buenos Aires, during the day, you will wear print and spectator-sports ensembles, sports hats of bright felt or straw, and light, comfortable shoes, of some cool, porous material. Formal dress is the rule for evening, so take as many gala evening gowns as you can.

Mr. C. T. R.: Can you suggest some ideas for presents to send to the hostess of a country house where one has spent several week-ends? She has, of course, no use for florist's flowers, and I never can think of anything except candy, since I do not know her taste in perfume. What are some other possibilities?

Ans.: A country hostess always appreciates gifts that she can use in her house or garden; by selecting a gift of that sort, you run much less chance of duplicating something she already has. Here are a few suggestions:

1. A set of individual clay marmites, with handles and lids, that will keep soups or casserole dishes hot while the guests are being rounded up.

2. A rough-and-ready picnic hamper, with wooden dishes, an ice-container, stainless steel cutlery, and a thermos bottle. Or a picnic bottle-basket with a wire rack to keep the bottles upright.

3. A huge salad bowl of dark olive-wood.

4. A weeder with a long handle and metal prongs on the business end.

5. A wheelbarrow with a light iron frame and a wicker basket. (The last two, of course, only if the hostess gardens herself.)

6. A walnut serving-tray; or a set of walnut dishes for out-of-doors. These are useful in any size and are made in a great variety of prices.

7. A round wire basket, for plants

and flowers, which fits around the handle of the umbrella on a beach or terrace tea-table, thus making a centrepiece.

Mrs. C. A. C.: Why do the dress creators, dress shops, and fashion magazines ignore the fact that there are white- and grey-haired women in the world who are still in love with life and want to be appropriately and becomingly dressed? If our existence is recognized, why do the aforementioned dictators assume that all elderly women are oversized or of majestic proportions? What do they suppose becomes of the tiny, Dresden-type girl when her children are grown? Is she supposed to be shot at sunrise when the white hairs appear?

I am an elderly woman, of moderate means, and wear a size eleven or twelve gown. I would rather go to the dentist than go shopping for a dress or coat. In the sizes I wear, they are made for young girls, and I am forced to wear very inappropriate garments. Even Vogue ignores us. Please do something about it; white hair, eighty-three pounds of elderly woman, and the figure of a girl, is a difficult combination to dress.

Ans.: If you look at Vogue expecting to find the models shown on a type which corresponds exactly to your own, you might feel that there was nothing especially suited to your needs; and in fact, because you are really rather smaller than the average misses' size, your problem does present peculiar difficulties. In spite of this, however, if you will look at Vogue with an idea of adapting the models to your own need, you will find many helpful suggestions. You can certainly find, in our Designs for Dressmaking, models that you might buy in the smallest size which is given; and then, with the aid of a good dressmaker, these designs could be fitted to your figure.

Buying clothes ready-made, of course, presents greater difficulties for a woman of your age, but here again Vogue could help you solve your difficulty. For example, Vogue has, as a regular feature of every issue, special models published under the heading "Finds of the Fortnight." These models are to be found in many cities, which are listed in the magazine, and in the course of a year cover a wide range of garments suitable for both older and younger women. The shops specializing in these Finds of the Fortnight would undoubtedly be able to help you with your problem. If you liked any one of these designs, and the shops did not have it in a size to fit you, beyond question they would be glad to alter it, or perhaps to order it in a special size for you.

Hats, of course, either for young or old, are always better if made on the head, and if you can have yours made in that way, you will probably find them more appropriate and becoming.

Mrs. E. W. B.: I have run out of ideas for luncheon dishes to serve during the last warm days, especially over the week-ends. Can you suggest some that will be a little unusual, but not too complicated (Continued on page 126)



Strathmore papers for the announcements and invitations have become almost indispensable to the smart wedding. For years their rich appearance has made them the first choice of discriminating brides. Fine engravers prefer to use them because of their impressive texture and excellent printing qualities.

STRATHMORE PAPER COMPANY
WEST SPRINGFIELD MASSACHUSETTS



(Continued from page 27)

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Pomeroy's	Reading, Pa.
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Worth's	Shamokin, Pa.
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The Boston Store	Salt Lake City, Utah
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SIEGEL BROS. 500 Seventh Avenue New York City

THIS BOARDING-SCHOOL BUSINESS

(CONTINUED FROM PAGE 73)

the basket-ball captain still ranks the poetess, mainly because watching a basket-ball game—especially one that your team is winning—still has it over reading a poem. She must have a sense of humour, she mustn't be snooty, and she must be willing to sacrifice her own desires occasionally in the interests of the commonweal. Beautiful clothes and a flock of male correspondents can, and do, inspire envy; but, taken by themselves, they don't inspire confidence, and therefore they don't enter into the picture, much.

TRIBUNAL OF PEERS

Most modern schools have some form of self-government, which is taken very seriously indeed. Instead of trying to get away with as much as they can, most girls toe the line of their own accord, because it's the only way to win the respect of their schoolmates. Each girl is responsible for her own infractions of rules; she herself reports them, knowing full well that a certain number of demerits is going to bring a certain punishment. There is no stigma attached to breaking a rule through forgetfulness; but there is a stigma attached to breaking a rule deliberately, because it throws the whole self-government system into disrepute and is apt to make the rest of the school suffer. In such a restricted community, every one's actions affect every one else. And when a whole school feels that you have let it down, it has a way of making *you* feel like the Ancient Mariner with the albatross around his neck. You aren't, naturally, a marked woman, and the whole thing blows over eventually; but you find that the experience has given you a lasting distaste for lawbreaking. Sometimes the whole upper class, sometimes an elected group, forms the board of government, and these are the girls who set the school standard. They, working with the head mistress, usually handle ordinary offences, and the faculty is called in to deal with more serious infractions. But there's no more terrifying tribunal than a stern-faced, calm-voiced assemblage of older girls; one is usually conscious of a distinct feeling of relief when one's case is passed on to the last court of appeals, the Head.

The majority of girls will tell you that they went to boarding-school because their families sent them; they were too young to know their own minds (and probably would have preferred to be taken out of school altogether). In any case, they had very little to do with the choice of schools. It is entirely up to the parents, and

therefore we offer a few suggestions to parents who are choosing a school, particularly a boarding-school. How much you can pay, of course, will do much to determine the type of school that can be considered. If you are weighing the relative merits of several different schools in the same price range, ask the following questions about each one. Has it a high scholastic standing? Has it the sort of athletic facilities that you want your daughter to have? Has it a good health record? And is it attended by the sort of girls that you would choose for your daughter's friends? Talk to parents who have sent their children to these schools. Compare their findings with less prejudiced opinions, and their child with yours. When you have decided on the type of school, then start interviewing head mistresses; and don't, if you can help it, ever judge a head mistress only by her intelligence, tact, charm, or good breeding. These attributes are important, of course, but these alone do not constitute her a good adviser for your child or a good influence on the school. She must, primarily, be interested in girls, and have a thorough, sympathetic understanding of their complicated mental processes and their unending problems. And she must be fair. A head mistress who isn't consistently sincere and just in all her dealings can never be really respected, really looked up to, or really relied on. So be utterly sure that the head you choose is, above all else, dependable, and you'll find that the good breeding and tact will come as a matter of course.

ELASTIC CURRICULUMS

The curriculum at most schools varies according to whether or not the girls are being prepared for college. If your child plans to enter college, be sure that the school you choose has a good college preparatory course. (The easiest way of ascertaining this is to find out what percentage of the school's college-bound graduates succeed in passing their College Boards.) Since music can now be counted as one, or even two points towards college entrance requirements, several schools have added courses in musical appreciation and harmony. More art is taught than formerly; history of art is very popular, and most schools have studios where ambitious students can do practical work. In general, there is much more elasticity in teaching. Girls are individuals, rather than a class, and a girl is advanced or dropped in any subject according to her abilities.

TO OUR CONTRIBUTORS

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HOW TO DRESS ON NOTHING A YEAR

By Esther Merrick Stith

I LIVE on a ranch. West Texas. Sheep. Not dude. When I say we have no money, I mean no money. Not any money. Not much to begin with and progressively, or retrogressively, less every year for five years. During the past two years, ten dollars, all at once, with which to buy a wash dress has been beyond the dreams of personal avarice.

My trousseau things were good, and numerous. They wore and lasted and looked well for time out of mind. Two years ago, however, when even the bottom fell completely out of our business, the last of my trousseau things—except the coats—refused to go any further. Several evening dresses, including a white Vionnet which had never been worn, did not contribute much to the rejuvenation of a wardrobe for ranch wear.

I took stock. Five coats. Black with a full fox collar. Blue Rodier wool with white galiak. A natural camel's-hair polo coat. A black unfurred cape-coat. A full-length beaver coat. That was fine. You don't need coats in West Texas. (I had thought I was prepared for anything, but my plans had never included ranching on the Mexican border.) Well. One black day dress of rough crêpe—too short. A couple of pull-down hats. A couple of pairs of English brogues. Two matched sweater sets. One new skirt, wool, ordered from New York just before our bank failed. Oh, yes, more coats: a red velveteen coat; a rain-coat; two suède jackets. Not to mention evening wraps. That was practically all.

CRISIS IN CLOTHES

I looked in my clothes-closet and saw coats and nothing else. All my little hot-weather dresses—the hand-made Belgian linen ones, the white piqués and shantungs and seersuckers—were worn out. I had mended them as long as I could. I had nothing to put on under a coat, weather permitting a coat, which was unlikely. And no money. Still sadder, it seemed a congenital impossibility for me to learn to sew. Merely mending my husband's gabardine ranch clothes was for me a major operation. I did it badly, and my technique never seemed to improve.

For a while, it looked as if the \$1.98 "house-dress" would have to be the answer. I put off the evil day as long as possible. I was not built for house-dresses. What looks I have depend upon clothes. I have no sort of prettiness with which to distract attention from what I have on. My clothes, as I had always planned and bought them, were an intrinsic part of me. I had always considered good clothes indispensable. But, apparently, already dispensed with.

I found it impossible to give in without a struggle. In the interests of direst economy, I decided that what I most needed was to standardize my clothes, to evolve a sort of uniform, something excessively cheap, durable, and ultra-washable. Above all, something I could feel I looked well in. (What with the nearest neighbour ten miles away, my husband has a singu-

larly uncluttered view of me, to say nothing of the opportunities I have for prolonged contemplation of my own lap.)

Then the new New York skirt caught my eye and held it. It was a light-weight wool skirt, slim, seven-gored. A really superior skirt. It fitted perfectly and looked well. It had cost \$18.50, and God alone knew when I should ever have another. I regarded it for a long time. Finally, with the Perfect Skirt as a starting-point, I planned my meagre but adequate wardrobe.

From New York (it seems as near as any place to us), I ordered yards of soft pin-wale corduroy in my favourite colours: beige, grey, slate-blue, for cold weather skirts. And gabardine in both white and blue for hot weather. I found a dressmaker who could and did copy the \$18.50 skirt exactly. Four for summer; three for winter. I had a tailor steam press the new garments to set the seams and make them sleek and flat.

TWO-PIECE WARDROBE

To go with the summer skirts, I bought inexpensive crew-necked mesh shirts in white, and dyed two to match the blue gabardine. Somehow, bandannas are favourable to my face, so I adopted them as part of the ensembles, varying them with scarfs which tuck in at the neck. (They are practical anyway, saving the neck, if not the face.) For winter mornings, when the heat from log fires is always inadequate against the damp cold, I bought white and grey sweat shirts to wear with the corduroy skirts. The only infelicitous thing about a sweat shirt is its name. I have never seen a woman to whom an immaculate white one was unbecoming. Mine bleach to a dazzling whiteness, and the grey become a soft clean shade. For cold afternoons, I wear my ubiquitous matched sweaters, hang-overs from more prosperous days.

Such are the uniforms.

With a bandanna to match or contrast (a scarf for town wear), a simple pull-down hat against the wind and glare, brogues or ghillies with leather heels, the ensembles are equally appropriate for ranch wear or—for one who drives sixty miles across country—for town wear.

WELL DRESSED AND WELL PLEASED

The uniforms wash and wear well, and they fade evenly in the Texas sun. The gabardine, I find, is really no hotter in our torrid summers than linen or piqué. Both the corduroy and the gabardine answer my needs economically; both, coming from the hands of an expert dressmaker, hold their shape through countless launderings. Both are eminently appropriate for the type of clothes I must wear. And since I am simply and suitably dressed, I feel well dressed. Essential feeling—even if I can not touch the immemorial dinner-jacket-in-the-jungle Englishman!

Since, at best, I can afford not more than one hat a year, that hat must be a perennial style. With me, it must have a brim, (Continued on page 127)

Smart New Rayons SAFE FROM THE STING OF SHRINKAGE...

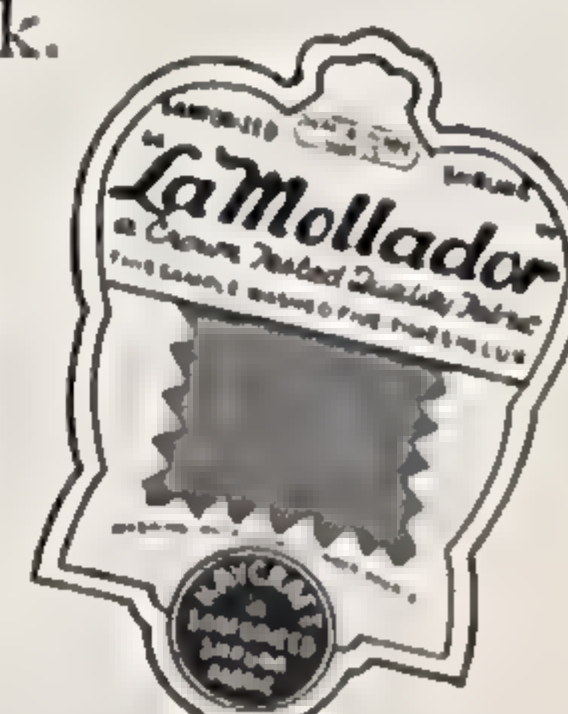


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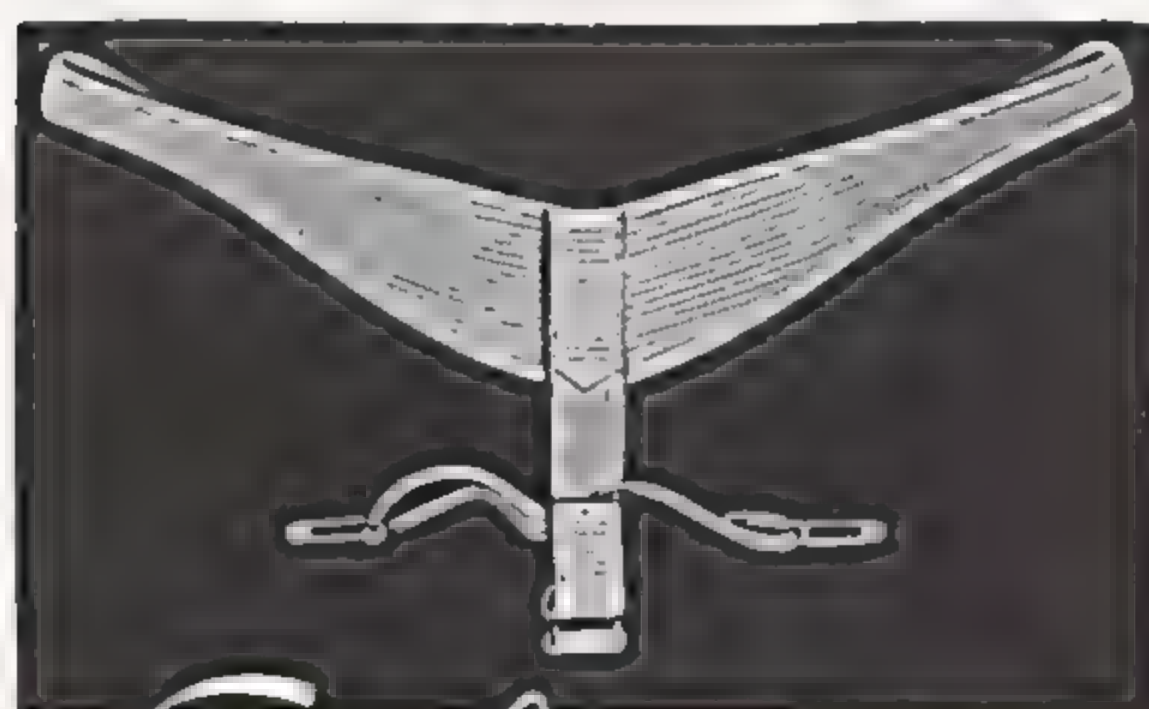
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FIGURING THINGS OUT



• Your girdle must come above your waist-line to give you a really small waist. The Camlin model at the left is an excellent example—shaped in at the waist and long on the sides. Satin brocade panels alternate with French elastic panels—a combination that is strong and effective. For full figures, the brassière should, of course, come over the corset. Bonwit Teller has the girdle

• The "Glorious" all-in-one, at the left, is made of Wovtex, a fabric of strong elastic threads interwoven with fine rayon that gives it a satin-smooth finish. The front panel is of satin brocade, and the brassière is of Alençon lace. This model allows a fairly full figure to look flexible and comfortable, and still be adequately controlled. It is from Best

• Carter's Triflex, third at the left, is absolutely seamless, with a three-way control idea, as its name suggests—but it is so light and comfortable that you are not conscious of being girdled at all. The waist is nipped in with a band of tight ribbing, and the back is low enough for evening. The Lastex is stronger around the hips than the top. From Best

• The "Foundette" (far right) is of Lastex and a silk patterned fabric exclusive with Munsingwear. It is knit to shape and has flattening cross-boning over the stomach, as well as tucking under the lace brassière for added bust control. There are invisigrip garters, for a smooth thigh-line. This is from Franklin Simon

• The shoulder-straps and band around the top of the Poirrette corselette are of a specially woven coil Lastex that permits the lowest possible back, and no slipping of the brassière. The corselette, of feather-weight batiste Lastex, controls through cut, as well as pull. For a slight or medium figure; Bloomingdale's

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BREVITIES OF 1935



• The "Francette" girdle below is a light-weight find for the heavier figure. It is of Luxor cloth, with bands of Power Lastex at the sides. It is strong and washable; about \$5. The brassiere is of the same fabric, combined with lace, and gives support without a deep waistband. About \$2.50. Wanamaker has both

• Lisle and cotton are not only cool—they will stand any number of washings. At the left is a minute affair made by B. V. D., of lisle and Lastex—perfect to wear under sports clothes if you can go without hip control; Lord and Taylor; about \$1
• Below is a cotton mesh all-in-one, porous, cool, comfortable, and perfect for riding. Under \$1, at Macy's



• No summer wardrobe is complete without a summer Vassarette like the thin mesh one at the left, below; around \$5. The V-Ette "Whirlpool" brassiere gives a round bust-line; about \$2. Both are from Best's
• The abbreviated set below consists of a bandeau and shorts, of open-mesh muslin; less than \$1, at Macy's



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DRESS

CLOSURE



Two-piece rabbit-hair dress with contrasting scarf and pleated back, in the following color combinations: rust with green, green with rust, raspberry with purple, chamois with brown. Sizes 11, 13, 15, 17. Price \$17.95.

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ANSWERS TO CORRESPONDENTS

(Continued from page 121) for my cook?

Ans.: It is a problem to think of summer menus that will be a little different from the usual cold meat and salad. However, there are a great many piquant things that can be done with simple foods. Take flounder, for instance; you can find wonderful ways of cooking sole that will be just as applicable to flounder—such as Sole Monica, which won't take your cook out beyond her depth, but will exhilarate your week-end guests, especially if they have caught the flounders. Six or eight fillets of sole or flounder are poached in a pint or less of milk. A quarter of a pound of white grapes are peeled and seeded, and an equal quantity of mushrooms are sliced and cooked in butter and seasoned with salt, black pepper, and cayenne. Then a tablespoonful of flour and a tablespoonful of butter are creamed together and added slowly to the milk from which the fillets have been removed. This should be stirred constantly until the mixture thickens, and two tablespoonfuls of grated mild cheese and a half-pint of cream should be added gradually. The fillets are put in a buttered casserole, in layers with the grapes and mushrooms, covered with the sauce, and baked for twelve minutes in a hot oven.

Or, to pursue the fish motif, you'd never guess that a fish timbale, which looks and tastes equally delicious, was made out of left-over fish. Either of these fish dishes, with a chiffonade salad, cheese and biscuits, and fruit, would make a delicious luncheon for a hot day, especially if you served a white wine cup with it.

And, if there is a cold chicken in the ice-box, turn it into a chicken timbale, than which there is nothing lighter or more delicious. For a buffet lunch, you might use the chicken in an unusual sandwich, made as follows: To each cupful of finely chopped cold chicken, allow six large oysters and three tablespoonfuls of melted butter. Wash the oysters and cook them in their own liquor until the edges curl. Chop them and then add them to the chicken. Season with salt and white pepper. Add the butter and blend together well. Spread between slices of unbuttered bread.

If, after a simple luncheon of clear soup and salad, you want a slightly more elaborate dessert, serve Fraises Glacées Epsom, which calls for strawberries previously sprinkled with port and iced; then put into half-pineapples, that have been hollowed out; and covered with slightly whipped cream in which wild strawberries have been mixed. This is an English idea, as is that marvellous compote of raspberries and currants, cooked separately, then mixed, then served with brown sugar, heavy cream, and (in England, at any rate) junket. That famous English dessert, the "fool," can be made quite easily and is best when made with gooseberries, raspberries, or black currants. The fruits are rubbed through a fine sieve, sugar is added if necessary, and the mixture is chilled and mixed with whipped cream just before it is served. By chilling it more, you can make it into a wonderful mousse.



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(Pages 94 and 95)

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HOW TO DRESS ON NOTHING A YEAR

(CONTINUED FROM PAGE 123)

so I always buy what I believe is still known as the Vagabond style sports hat. For summer, I am able to vary the monotony of felt with a fine vintage Panama which still looks well, in spite of its age, reblocking, and constant cleaning.

I have to be satisfied with hand-sewn cotton gloves, but for hot-weather wear in this country, any leather glove is practically insupportable anyway.

My yearly pair of shoes comes from the New York shop I have always patronized. They are high-priced shoes for the indigent to buy, but they look well indefinitely despite hard usage and are less expensive in the end than cheaper shoes. (I send them back to the maker for resoling, as our nearest hamlet has no shoe repairer with respect for anything but cowboy boots.)

Oh, yes. Last winter I did have a new suit, concocted—I am sure that is the word—of an enormous parade

cape my husband had worn at military school, a Vogue design, and my own dependable skirt pattern. The cape was of smoke-blue wool lined with sky-blue French flannel. It provided a skirt and three-quarters coat of the darker, a tunic and Ascot of the flannel. If only my husband had gone to more military schools. . . .

This year, with what money I could scrape together, I had a few new summer uniforms made, this time of Wamsutta sail-cloth. Three in white, two in navy-blue. I had shorts made to match them, as shorts and a dress constitute an ideal hot-weather ensemble.

Sometimes, I suppose, our wool and lambs will again bring prices enabling me to look through my latest Vogue with an eye to ordering some clothes. In the meantime, I look through Vogue for pure pleasure (not tinged with *too* much regret) and then go in and put me on a fresh uniform.

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PARIS OPENING FANFARE

(CONTINUED FROM PAGE 51)

normalcy. There are no alarming changes in day hems—they are fairly shorter everywhere, especially at Chanel's and Rochas'. Rochas backs pleated skirts again and pleases every woman with his delicious pleated chiffon blouses in brilliant colours.

Mars by day, say the dressmakers, but Venus at night. As for the drapery story, after two seasons of practice, couturiers have now got the hang of it down pat. Bodies are no longer lost under thick folds, figures are unmistakably evident. Skin-tight, knee-binding sheaths with side or front seams gathered to give a slight horizontal draping—that's Molyneux's trick. Patou concentrates drapery to one hip in tempting violet and deep purple dresses, usually with floating scarfs. White—white—white, at Vionnet's. White crêpe horizontally draped, or white satin, vaguely Renaissance, hung on a pearl necklace. Definitely Italian, too, are Lanvin's angelic draped chiffrons hanging from jewelled yokes; and Maggy Rouff's Botticelli neck drapery; and Piguet's scarf-draped crêpes; and Alix's gold-embroidered, draped dresses worn with fifteenth-century pointed pull-on evening shoes, of gold lamé or embroidered pearls. Schiaparelli is never afraid to give you a laugh. She drapes a skirt up in front to show purple pant legs.

More humour, grinning masks on gold sticks to flirt with at night, *chez* Schiaparelli, Pearl or gold hair-nets. Molyneux's fantastic head-dresses of white velvet ribbons with upshooting

bows and feather fantasies. Mainbocher's squat turtle clips or Napoleonic bees. Velvet or lamé *minaudières*. Lelong's sweet "Little Minister" bonnets with sashes ending on the floor.

Each great house has its own particular quirks—trade-marks of its own inventiveness, digressions from the general line of march.

Maggy Rouff has lots of voluminous sleeves blousing over the cuffs of coats and dresses. And one of her most entertaining products is a tailored bronze-green lamé evening coat, double-breasted, vertically stitched to the ground, topped by a sable Ascot.

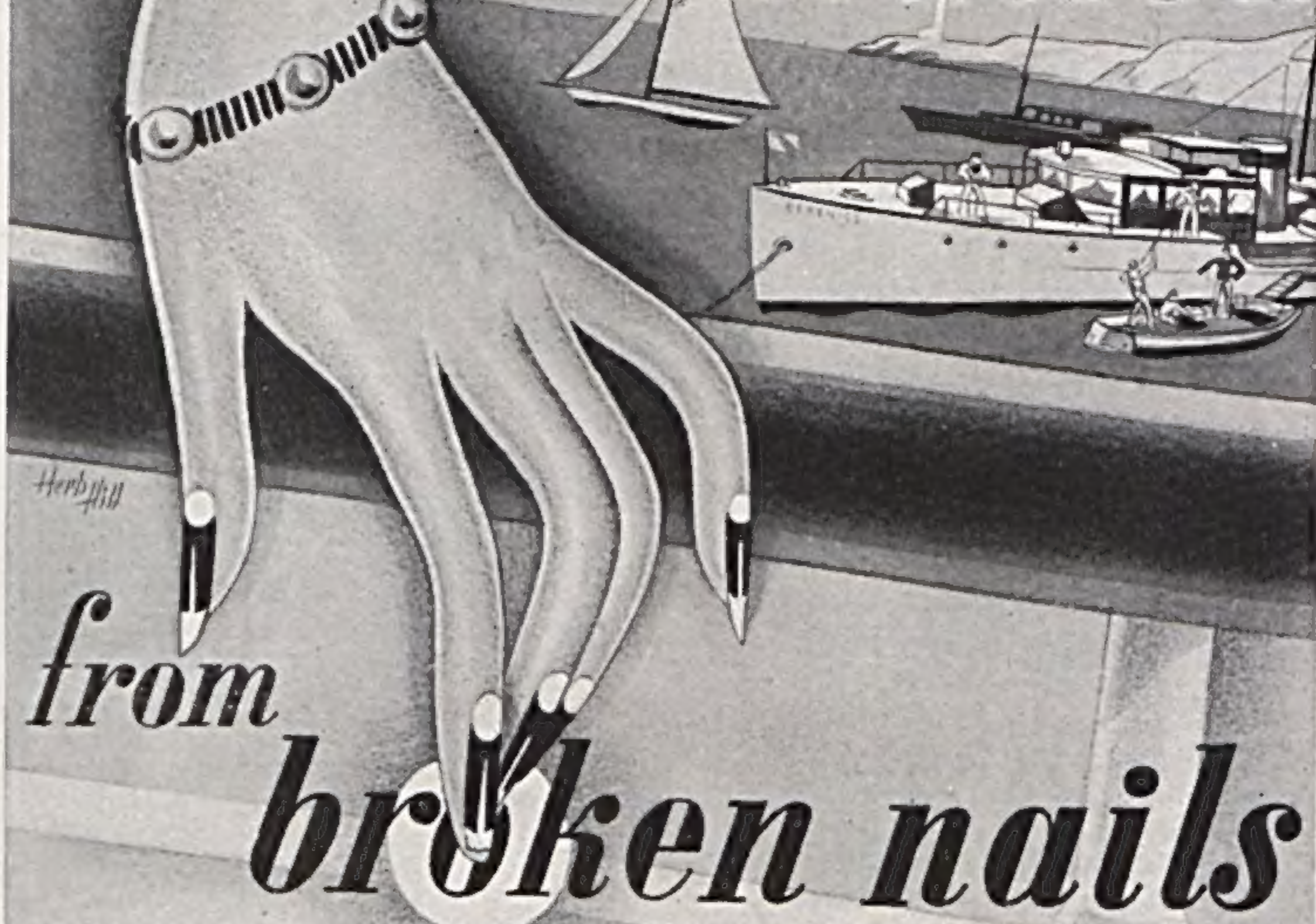
An eye-taker at Lelong's was a coat with a detachable Persian lei collar eighteen inches wide. And his minute velvet cuffs and Chesterfield collars on tailored dinner-suits had charm.

Louiseboulanger scored with a heavy bronze lamé gown with a scarf that wrapped and fastened around the arms; and with luscious fabrics, among them Cellophane-embroidered dots on lamés.

Vionnet sprung velvet afternoon dresses in bright red. Mainbocher produced a black satin straight clown jacket over a black wool dress. Molyneux spikes his black day dresses with amazing-coloured suède gloves—sulphur, olive-green, rust—and with hats with head lights of violets or velvet bows.

All of which help to take the edge off any implications of seriousness in the fashion-battle-cry of the moment—"Aux Armes, Citoyennes!"

take a vacation



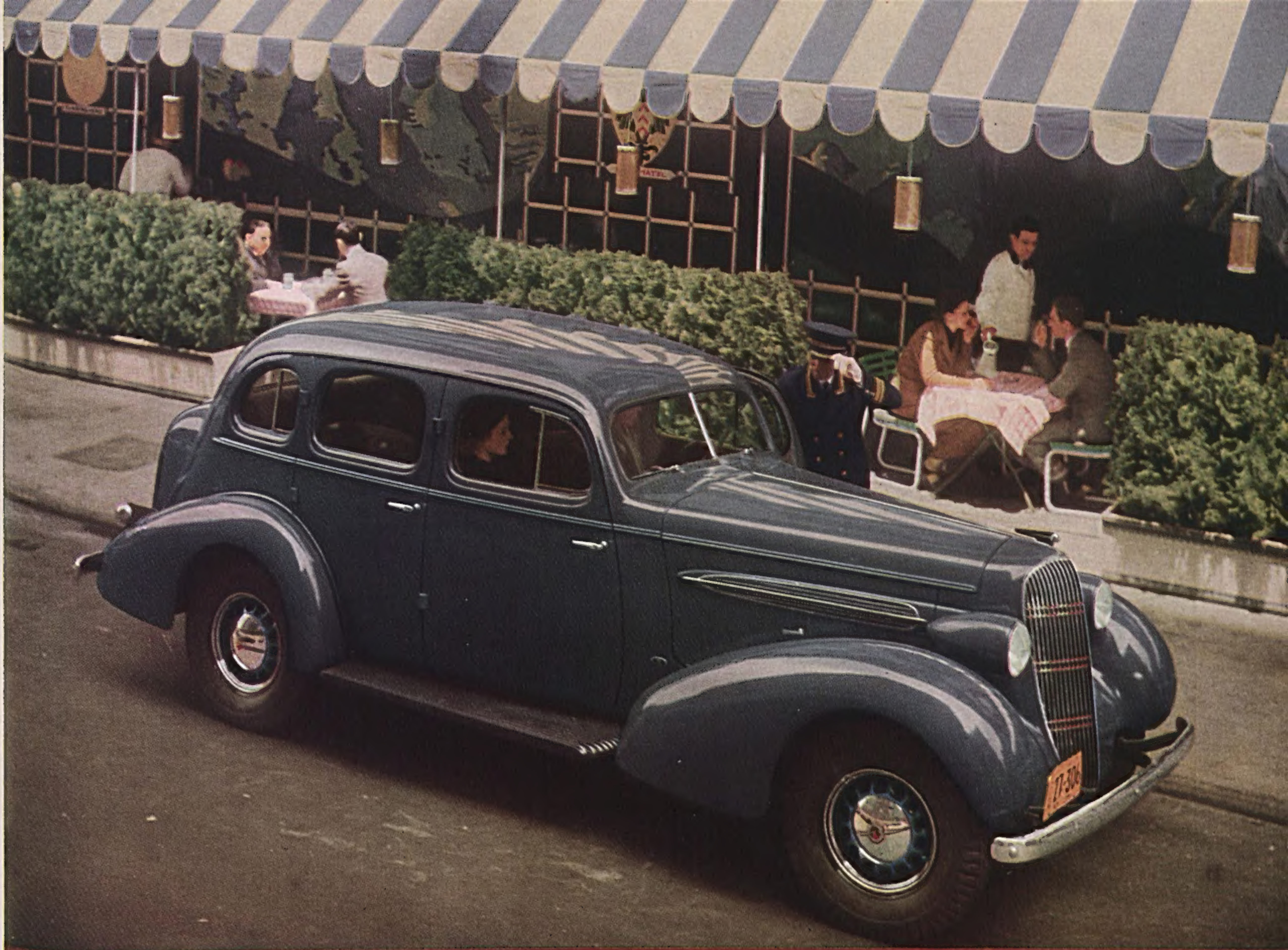
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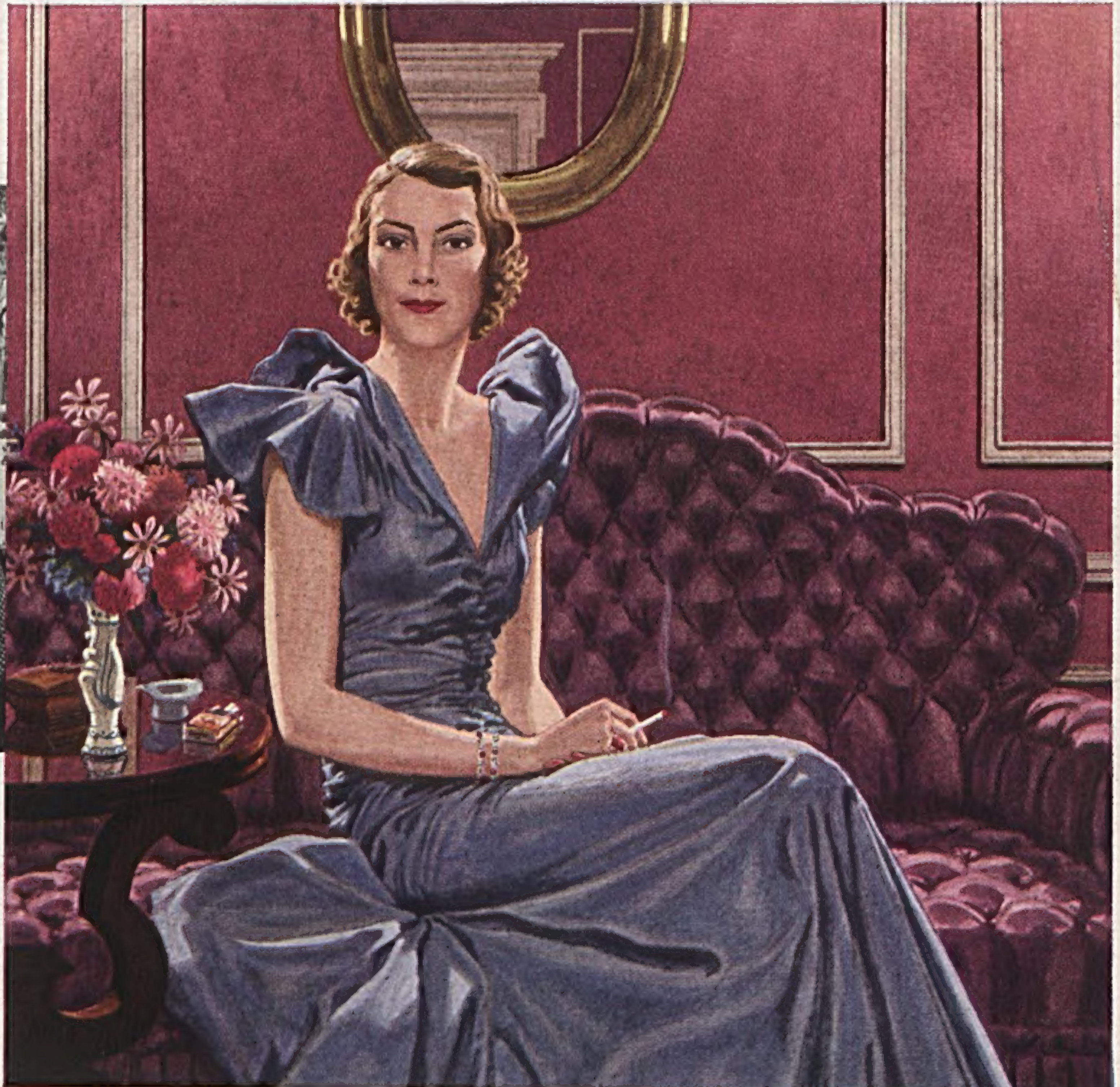
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